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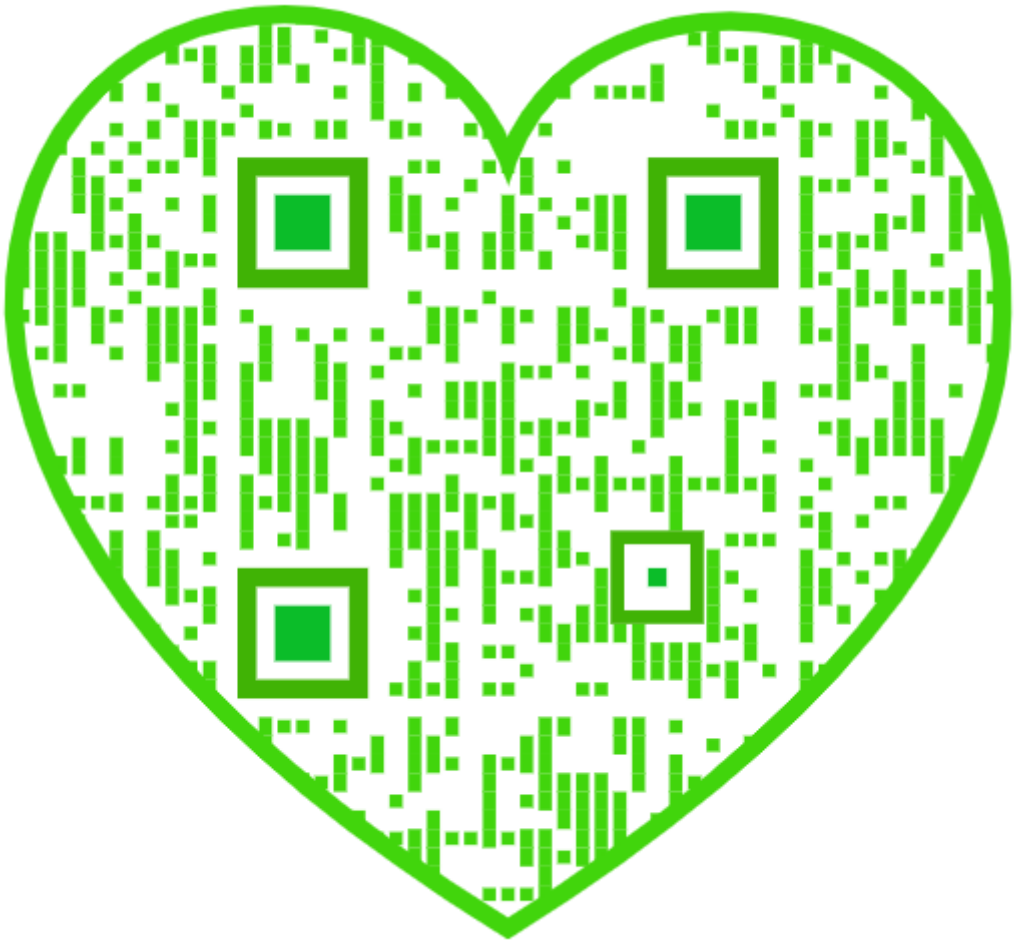

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Volume 48

1928

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VOLUME 48

No. 1

THE TOBACCO WORLD

HOW ARE YOU MEETING PUBLIC CIGAR TASTE?

Year after year, practically all holdings of quality leaf in the hands of Porto Rican tobacco planters are diverted to American manufacturers of the present popular brands of cigars.

There are good reasons for this.

Scientific tests made of Porto Rican soil have shown the absence of chlorines and the presence of magnesia, a condition giving to the leaf a free-burning quality, an aromatic mellowness, and above all, **character**. Seeded, planted, harvested and cured by latest and improved methods, Porto Rican tobacco possesses all the high grade qualities demanded by the discriminate taste of the average American smoker. And because Porto Rican tobacco can be imported free of duty, cigars made entirely of it or blended with it, are produced economically, thus permitting sales at popular prices.

Use Porto Rican tobacco in your production and reap the big profits that come from giving the public that **mild** cigar which so many smokers crave.

Inspection under supervision of the Government of Porto Rico guarantees the source of all native tobacco originating in the island. Look for the Government stamps in all your purchases.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDAÑA, Agent New York, N. Y.

Telephone: Wisconsin 4459

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

– AND A PROSPEROUS NEW YEAR TO ALL

AT the beginning of the New Year, we wish to extend our appreciation and thanks to cigar manufacturers, jobbers and retailers for their cooperation in the use of Wooden Cigar Boxes.

We are confident that our friends in the industry recognize the superiority of Wooden Cigar Boxes. With a hearty wish for their greater prosperity, we look forward to their continued enthusiastic support in 1928.

Wooden Cigar Box Boosters' Club

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

317116

Volume 48 — Number 1

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, JANUARY 1, 1928 — Foreign $3.50

LORILLARD BUYS WINDSOR PLANT OF GENERAL ELECTRIC CO.

THE P. LORILLARD COMPANY has purchased the Windsor, Conn., plant of the General Electric Company, which was closed up by the latter last July, and will use the building for a tobacco storage warehouse. The purchase price has not been announced, but the building is known to have been assessed at $150,000.

Governor John H. Trumbull represented the General Electric Company in the deal, and C. A. Dickinson, manager of the Connecticut Leaf Division of the P. Lorillard Company, looked after their interest in the transaction.

With the purchase of this plant, the P. Lorillard Company now owns two plants in Windsor, the other one being a stemming plant on Pierson Lane, where more than 250 hands are employed. The company also owns a sorting plant at East Granby and storage warehouses at Glastonbury, East Hartford, Windsor Locks, Suffield and Hatfield, Mass.

The building just purchased was built in three sections and has a total floor space of 80,000 square feet, and for the present will be used solely as a storage warehouse. Improvements will be started immediately and fire walls will be erected between each of the three sections of the building and an automatic sprinkler system, of the so-called dry system, will be installed.

The location of the building with its railroad facilities makes it exceptionally suitable for a storage warehouse, and it may eventually be used for other purposes besides the storing of tobacco.

The company uses large quantities of Connecticut Broadleaf and Havana seed tobacco in their chewing tobaccos and also large quantities of Havana seed is used in their cigar brands, which is stemmed and sorted at Windsor and East Granby and shipped to Richmond, Va., where it is manufactured into their various products.

HAROLD POWELL TO WED JANUARY 10

Harold Powell, well known to the Middle Western trade as representative for that territory for the firm of Salvador Rodriguez, Incorporated, sailed last week for Port Antonio, British West Indies, where he expects to be married on January 10th to Miss Vivia Yvonne Abandana, of Port Antonio. After the wedding the happy couple will return to the United States and make their home in Cleveland.

JOSE ARANGO ACQUIRES "LA VENGA"

JOSE ARANGO & COMPANY, manufacturers of the well-known "Cyrilla" and "Cyrilla de Luxe" brands of cigars have purchased the "La Venga" label formerly manufactured by Celestino Vega & Company, of Chicago.

Aaron Straus, head of Celestino Vega & Company, and Celestino Vega will retire from active connection with their old firm, but the business will be continued under the same firm name by the new owners. The "La Venga" brand has been well known as a clear Havana cigar for thirty-five years.

Jack Anderson, who has been traveling salesman for Celestino Vega & Company, will continue as sales manager, with Julian Garrene continuing to cover the Chicago territory for the brand.

PENN TOBACCO CO. MERGED WITH L. WARNICK BROWN & CO.

Announcement has been made that the business of L. Warnick Brown & Company, of Utica, N. Y., has been merged with that of the Penn Tobacco Company, of Wilkes-Barre, Pa.

The newly formed consolidation will be known as the Penn Cigar Company, and they will continue in the manufacture of cigarettes and smoking tobacco. Their leading brand of smoking tobacco is the "Happyland Mixture," which has been enjoying a good sale among retailers for some time.

WILLIAM DEMUTH INTRODUCES NEW THOROBRED KERLY

William Demuth and Company, manufacturers of fine pipes, has introduced a new one known as the Thorobred Kerly. This is a sand-blasted pipe, which brings out the hard grain in the wood in fine relief, imparting a distinctive appearance.

The Thorobred Kerly comes to the retailer in three different assortments and is already broken in, a feature which has found ready response among pipe smokers.

"NATURAL BLOOM" HAS FINE YEAR

The "Natural Bloom" factory has just closed a most successful year with their popular brand, and the holiday orders exceeded all expectations. The "Natural Bloom" is made in a number of popular shapes, retailing from ten cents to three for fifty cents, and 1928 is expected to be a record breaker for this brand.

FOUR CIGAR BOX COMPANIES MERGE IN MIDDLE WEST

ACCORDING to an announcement in the *Lima Star*, of Lima, Ohio, a new Ohio corporation has received its charter under the name of the Globe Box Company, which will take over the assets of the Buckley Box Company, of Deshler, Ohio; the Buckley Cigar Box Company, of Columbus, Ohio; the Superior Cigar Box Company, of Minster, Ohio, and the Globe Cigar Box Company, of Lima, Ohio.

The officers of the new company are Fred W. Cook, Lima, Ohio, president; Harry W. Buckley, Deshler, Ohio, vice-president and secretary, and George H. Knostman, of Minster, Ohio, treasurer and general manager.

It may not be generally known that the progressive cigar manufacturer is a highly discriminating buyer, that he buys the best tobacco on the market, and, incidentally, wants the very best cigar box obtainable.

During the past eight years there has been an intensive program carried on by the progressive cigar box manufacturers, through association activities, to devise new methods of manufacture which would prove a betterment to both the cigar manufacturer and the cigar box manufacturer. A research department conducted by members of the association over a period of the past five years resulted in the invention and building of new automatic machinery, for the finishing and papering completely of wooden cigar boxes, formerly finished by hand.

The new wooden box, as finished with the new automatic equipment, is a vast improvement over the for-

(Continued on page 18)

CONSOLIDATED LITHO. BUYS HEYWOOD CO.

JACOB A. VOICE, first vice-president and general manager of the Consolidated Lithographing Corporation, located at Grand Street and Morgan Avenue, Brooklyn, announces that the latter has acquired the goodwill and assets comprising engraving stones, orders, merchandise inventory and all goodwill in connection with the cigar label and cigar band business of the R. R. Heywood Company, successors to Heywood, Strasser & Voight Lithographing Company.

The R. R. Heywood Company continues in the lithographing business in the Heywood Building at Ninth Avenue and Twenty-sixth Street, New York City, in all their other lines of lithographing, having, as before stated, disposed only of the cigar label and cigar band branch of its business.

The acquisition is an important one to the Consolidated, by reason of the fact that the Heywood, Strasser & Voight Lithographing Company has enjoyed the patronage of the cigar manufacturers for many years.

The following letter is being mailed by the R. R. Heywood Company to its cigar manufacturing customers:

"This is to advise that we have disposed of our cigar label and cigar band department to Consolidated Lithographing Corporation, 1013 Grand Street, Brooklyn, New York, who in connection wih this purchase has taken over all of our stones, engravings, etc., for cigar labels and cigar bands, and we shall discontinue the manufacturing of this particular class of goods, though this will not in any way affect the other departments of our business.

(Continued on Page 15)

The Tobacco World

Extends To Its Readers And Friends

Best Wishes For A

Happy And Prosperous New Year

Another Universal Triumph !

THE MODEL S UNIVERSAL

Long Filler Bunch Machine

(Non-Blending Type)

10 Features

of advantage of the Model S Universal

1. Produces well - conditioned, spongy, free-smoking bunches —the equal of hand work in every respect.
2. Good-conditioned bunches are assured by "laying up" the fillers mechanically in exactly the same way that this is done by hand, in hand work; a few sprigs of fillers being intermittently added until the bunch is built up to the proper size and condition.
3. Improved method of filler feeding insures uniform results even with inexperienced operators.
4. Any size or shape of bunch, and both right and left hand bunches can be made on the same machine with slight mechanical changes.
5. With two operators, it produces 450 to 500 uniform bunches an hour.
6. Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.
7. Adapted for use in conjunction with automatic rolling machines.
8. Quickly and accurately adjusted to different sizes and conditions of fillers.
9. Assures uniformity of bunches at all times in both size and weight.
10. Sturdy and simple in construction — easy to operate and handle. **Requires no expert mechanical attention.**

WE ANNOUNCE to cigar manufacturers our new model S Universal—a Long Filler Bunch Machine (Non-Blending Type) that will materially reduce the cost of producing long filler cigars.

This machine completely meets the demand for a long filler bunch machine that *will make non-blended long filler bunches* with the utmost speed, accuracy and efficiency. It is similar in construction to our Model T Long Filler Bunch Machine except that the blending feature has been eliminated. It will produce from 450 to 500 well-conditioned, free-smoking bunches an hour.

The elimination of the blending feature in the Model S gives cigar manufacturers the advantages of an extremely simple machine that will produce equally as good work as our Model T (Blending Type) machine; and at a lower purchase price.

Not only will this machine produce perfect, well-conditioned bunches equal to hand work, but it is also simple to operate and handle. It will not easily get out of order, *does not require the services of an expert mechanic*, and its sound, sturdy construction assures long life with a minimum of upkeep cost.

Let us prove in your factory how it will increase your output and lower your production costs.

Universal Tobacco Machine Co.

40 EAST 34TH STREET

NEW YORK, N. Y.

Factory: NEWARK, N. J.

Write for illustrated folder and further information.

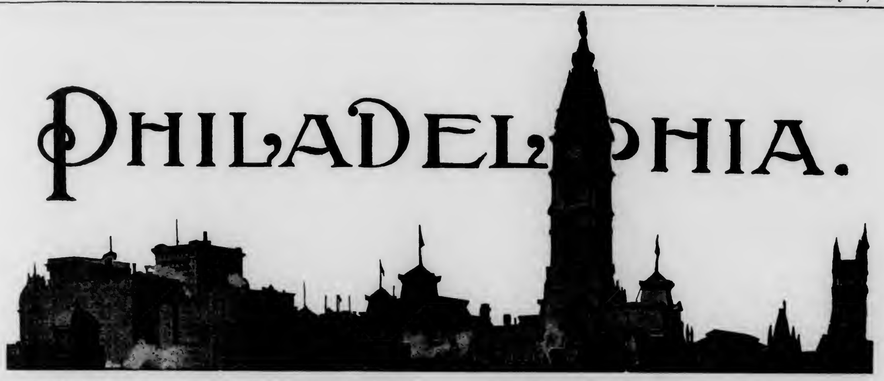
PRICE

$1450

Complete with two folding chairs, individual drive equipment, and 1/6 H. P. motor ready to start work. F. O. B. Newark, N. J., U. S. A.

Convenient Time Payment Terms

PHILADELPHIA.



YAHN & McDONNELL WIND UP SUCCESSFUL YEAR

YAHN & McDONNELL CIGARS, distributors of cigars and tobacco products, who also operate a number of high-class retail cigar stands in hotels and clubs throughout the city, have just completed one of the most successful years of their business. This firm is composed of the old firms of Dusel, Goodloe & Company, Duncan & Morehead, and Yahn & McDonnell, and the volume of business which passed through their hands this year just past far exceeds the combined business of the three firms in any previous year. This increase has been due partly to the splendid efforts of the personnel of the firm and partly to the splendid grade of merchandise handled. "Optimo" and "Blackstone" are the leaders among the cigars carried, and they also carry a splendid line of high-grade pipes and smokers' articles.

LADIES MAY SMOKE IN Y. M. C. A.

Following an election held by Walter M. Wood, general secretary of the Y. M. C. A. here, patrons of the Central Y. M. C. A. cafeteria voted to allow the ladies the privilege of smoking before, during or after their meals, the same as the men.

After the results of the vote were known, Mr. Wood stated:

"We have no desire to make rules that will not or cannot be observed by men and women alike."

"Observation alone indicated that some women patrons in the cafeteria desired to smoke after their meals, and rather than have it declared a breach of etiquette I decided to put the question to a vote of the patrons themselves. The vote revealed:

"That 470 were for and 163 against men smoking in the cafeteria; 362 for and 258 against women smoking, and 175 for and 402 against segregation of patrons who desire to smoke."

"THREE CASTLES" IN PHILADELPHIA

The much-heralded "mystery" cigarette of the Union Tobacco Company, otherwise known as "Three Castles," made its entry into the Philadelphia territory under the very able guidance of Tom Allely last week and was well received by the retailers and also the consumer. An aggressive campaign will be continued on this brand and it is expected it will soon have a place here among the best sellers.

PALEY AND BRECHT ON WESTERN TRIP

BEN PALEY, of the Congress Cigar Company, manufacturers of the "La Palina" cigar, and William Brecht, of the cigar box manufacturing firm of F. Brecht's Sons, are on a trip to Hot Springs, Ark., and Hollywood, Cal.

The Hot Springs visit is an annual affair, but the Hollywood trip is a new venture and their friends are awaiting their return and an account of the trip with interest.

ROGERS GOES HUNTING

John J. Rogers, president of Otto Eisenlohr & Brothers, Incorporated, journeyed to the Carolinas a short time ago on a hunting trip, accompaniel by Joseph Cullman, of Cullman Brothers, Incorporated, leaf tobacco dealers of New York City. On their arrival in the South they were met by Jacob Binder, Jr., sales executive for North and South Carolina, who after their hunting trip escorted them on a visit to the trade in that section, where they learned that the sales of "Cinco" were breaking all records for that territory.

MAYER RESIGNS FROM CONGRESS CO.

Isidore Mayer, who has been connected with the sales force of the Congress Cigar Company, has resigned from that firm effective January 1, 1928.

Charles Bobrow, of Bobrow Brothers, Incorporated, is planning an extensive trip through the Middle West immediately after the first of the year, where he will visit the distributors of his brands, "Bold," "La Tosella" and "Recall."

Arthur Norato has joined the retail sales force of Yahn and McDonnell Cigars and is stationed at present in the Benjamin Franklin hotel stand, which is under the supervision of Manager Charles Lloyd.

Willis Andruss, sales manager of the Congress Cigar Company, manufacturers of the "La Palina" cigar, spent the Christmas holidays with relatives in Buffalo, N. Y.

Nothing like a pipe, *I* say

WHENEVER I want a real, honest-to-John *smoke* (and that's pretty often!), I get out my old pipe and pack it with Prince Albert. I know in advance what it's going to be like, but I get a new thrill out of it every time. A pipe and P. A. are so downright *dependable*.

Just to open the tidy red tin and drink in that P. A. fragrance is a treat in itself. No more appetizing aroma ever greeted a pipe-hungry man. And when that cool, comfortable smoke comes rolling up the stem, you know that the taste more than matches the fragrance.

Cool as the old town pump. Restful as an easy chair after a hard day. Mellow and mild and long-burning. So mild, in fact, that you're always ready for another session, no matter how much you load up. I've smoked P. A. for years—I ought to know!

If you don't know the contentment and satisfaction of a pipe, I urge you to go and get one right now. Fill it with good old Prince Albert and smoke up. You'll enjoy it as you never enjoyed a smoke before. You'll want your pipe for a constant companion from that time on, or I miss *my* guess. Try it!

Not only quality, but quantity, too—TWO full ounces in every tin.

PRINCE ALBERT

—the national joy smoke!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

THE UNITED STATES Court of Customs Appeals has been asked by counsel for the Bakelite Company to dismiss, on the ground of lack of jurisdiction, the appeal of Frischer & Company, *et al.*, from a decision of the United States Tariff Commission in a case of alleged unfair methods of competition and unfair acts in the importation and sale of Synthetic Phenolic Resin, Form C, and articles made thereof.

It was argued on behalf of the Bakelite Corporation that Congress had no power to authorize an appeal to a Federal Court, of the type attempted to be provided for in Section 316 of the Fordney-McCumber Tariff Act in that such an appeal is not taken in a "case"; that there is no judgment which is sought to be reviewed as the findings of the Tariff Commission are advisory findings of fact only, together with recommendations of the commission, which commission in no sense is a court, nor can it issue a judgment and hence no appeal therefrom can be provided for by Congress under the Constitution.

Two years ago, on December 16, 1925, the Bakelite Corporation filed with the Tariff Commission a complaint of certain alleged unfair methods of competition and unfair acts tending to injure its business of manufacturing and selling articles composed of synthetic phenolic resin, known as bakelite. It claimed an exclusive right to the manufacture of this commodity by reason of the ownership of certain patents. It charged that there was being imported into the United States from foreign countries articles composed wholly or in part of this substance, particularly plain and faceted beads, in infringement of its patent rights. No particular persons were directly charged with alleged infringements, but in the complaint it sought to give the impression to the commission that these patent rights had been passed upon judicially, and had been uniformly adjudicated by the court as valid, according to counsel for Frischer and others. It demanded that the President direct the exclusion of these articles from the United States pending investigation, it was added.

The commission found *prima facie* reason to believe that that section of the tariff law in question was being violated, and recommended that the treasury forbid the entry of the articles pending an investigation. Later the importers charged that the patents in question upon which the Bakelite Corporation relied were invalid, that they had never been properly adjudicated by any court of competent jurisdiction; that there was litigation pending between the Bakelite Corporation and some of the respondents in which the patents were distinctly put in issue, other allegations also being made.

On May 25, three commissioners reported to the President that apart from infringement of the patent rights there were no unfair methods of competition or unfair acts practiced by any of the importers. The Customs Court today was informed by counsel for the importers that notwithstanding the claim made by them that the commission was without jurisdiction to pass upon the validity of patent rights, it nevertheless held that the provisions of the statute were broad enough to invest it with such jurisdiction.

In the argument before the Court today, the importers defended Section 316 insofar as it permits an appeal to the Customs Court of Appeals and they further alleged that the other side have no legal standing in the proceeding.

The case of the Bakelite Corporation was presented by Albert MacBarnes, Jr., of Barnes, McKenna & Halstead, while the importers were represented by Meyer Kraushaar. Charles D. Lawrence, Assistant Attorney General in charge of customs litigation, was granted permission to appear as *amicus curiæ* and to file a brief as such within three weeks. Counsel on both sides were given a like period of time within which to file supplemental briefs on the motion to dismiss the case. The filing of briefs on the merits of the case was postponed until after the decision on the motion to dismiss.

FURTHER REDUCTION OF CORPORATION TAXES POSSIBLE

Real tax relief for small corporations in the tobacco industry will finally become a fact if the Senate concurs in the tax provisions forced into the revenue bill by Congressman Garner of Texas, ranking minority member of the Ways and Means Committee, when the measure was passed by the House December 15.

As a result of Mr. Garner's action, the corporation tax changes became, for business men, by far the most important part of the entire revenue revision. Under the bill as passed by the House the general rate on corporations is reduced from 13½ to 11½ per cent. and the exemption for corporations with taxable net income of $25,000 or less is raised from $2000 to $3000, as recommended by the Ways and Means Committee originally, but in addition, corporations with taxable net income of $15,000 or less are given a sliding scale of tax and will be required to pay five per cent. on income up to $7000; seven per cent. on income between $7000 and $12,000, and nine per cent. on income between $12,000 and $15,000.

It is estimated that the graduated tax for small corporations will reduce the Government's revenues

(*Continued on Page 18*)

"...maybe you're missing something!"

LIGGETT & MYERS TOBACCO CO.

UNIVERSAL HAS LONG FILLER BUNCH MACHINE FOR HIGH-GRADE WORK

THE Universal Tobacco Machine Company calls attention in their advertisement on another page to their Model S long filler bunch machine which they have developed to meet the demand for equipment of this type to produce high-grade work. This machine is made to meet the requirements of the cigar manufacturer who uses only one kind of filler. For this reason the blending feature which is found on the Model T has been eliminated in the Model S.

However, the Model S does handle filler which has been blended by either the hand or bin-mixing method.

An important feature which will appeal to every cigar manufacturer is the simple and sturdy construction which assures long life and produces at minimum upkeep cost. It does not require the services of an expert mechanic.

With slight mechanical changes any size or shape bunch, and both right and left-hand bunches, can be made on this machine. It can be used on mold work, or bunches can be rolled fresh by hand direct from the machine. It can be adapted for use in conjunction with automatic rolling machines.

Among its many advantages is the fact that it assures uniformity of bunches both as to size and weight, at all times. Even with inexperienced operators the improved method of filler feeding insures uniform results.

With two operators it can produce between 450 to 500 bunches an hour. It is simple to operate and handle.

Power is furnished by a one-sixth horsepower motor, for either A. C. or D. C. current.

Progressive manufacturers are rapidly turning to mechanical facilitating devices, and this fact has caused the Universal Tobacco Machine Company to keep its corps of engineers constantly at work developing equipment that will give the cigar manufacturer the best and at the same time most economical machinery that can be produced to meet their particular needs.

The Model S Universal long filler bunch machine is one of the results of the Universal's policy to leave no stone unturned to serve the cigar manufacturing industry with only the highest type of machinery designed to meet the various manufacturing problems.

Cigar manufacturers are recommended to investigate the merits of the Universal Model S machine.

SALDANA APPOINTED P. R. TOBACCO AGENT

Marco T. Saldana, for the past three years assistant agent in the Porto Rico Tobacco Agency, of New York, has been appointed agent by Governor Horace M. Towner. The appointment is of a temporary nature and is made in order to protect the interests of the agency during the absence of Agent Francisco Linares, now on leave due to continued illness.

Mr. Saldana has actually been in charge of the office for the past year, and his ability and good judgment, plus a pleasing personality, have enabled him to guide the affairs of the agency through the trying post-harvest period to the satisfaction of both planters and dealers.

NEW MANUFACTURER IN MICHIGAN

A newcomer in the cigar manufacturing field is the Leader Cigar Company, of 1203 Columbus Avenue, Bay City, Mich. The company is composed of Max Berner and Max Solot.

YORK COUNTY BANQUET THE BEST EVER

THE ANNUAL BANQUET of the York County Cigar Manufacturers' Association was held on Thursday, December 15th, at York, Pa., and was voted by those present as "the best one yet."

The banquet consisted of a real York County turkey dinner and was served in the new Y. M. C. A. Building by the Ladies' Auxiliary of the Y. M. C. A.

There were approximately 350 guests present, composed of members of the association, their business associates and friends.

Governor Fisher, Hon. Franklin Menges, Congressman of the Twenty-third District, and Judge-elect Ray P. Sherwood, of York County, were expected to be numbered among the guests, but other business engagements at the last minute intervened and they were unable to attend.

Among the speakers of the evening was that famous humorist, Strickland Gililan, who topped off the evening's program with an address which was thoroughly enjoyed by all.

Paul E. Reichard, of the P. E. Reichard Cigar Company, was the winner of the first door prize, a handsome cigar humidor; L. E. Sentz, of Felton, Pa., won the second prize of $25 in gold; Curvin E. Snyder, of the Kohler-Snyder Company, of Yoe, Pa., carried off the third prize of $15 in gold, and Sam P. Flinchbaugh, of the Hartley Cigar Company, of Red Lion, was the winner of the fourth door prize of $10 in gold.

When the festivities came to a close at 11 P. M. all conceded that the Social Committee, composed of Charles C. Meads, chairman; James W. Kelly, L. Earl Grove, the president and secretary of the association, were deserving of a great deal of credit for the splendid program provided.

TOBACCO PRODUCTS CHANGES DIVIDEND POLICY

Common stock of the Tobacco Products Corporation was placed on a basis of $10 annual dividend at the recent meeting of the Board of Directors of the company, and in the future stockholders will receive a quarterly dividend of one-tenth of a share of United Cigar Stores Company of America common stock, payable in scrip certificates, which will mature in three years from date of issue. It will be convertible at maturity into common stock of United Cigar Stores.

The former annual cash dividend basis was $7 a share. The Guaranty Trust Company, it was announced, would purchase the scrip certificates at the rate of $25 a share, which will enable stockholders to receive at once a rate of $10 a share for their dividends on a cash basis.

QUAKERTOWN CIGAR PLANT CLOSED

The cigar factories of the General Cigar Company, located in Quakertown and Perkasie, Pa., have been closed for an indefinite period, according to a recent announcement. The production of these two factories will be taken care of in other plants of the General Cigar Company.

George J. Whelan, of the United Cigar Stores Company and the Union Tobacco Company, has returned to his desk in New York City following a short trip to England.

A cigarette to be thoroughly enjoyed must be freshly made
"Roll Your Own" with
RIZ LA+
CIGARETTE PAPERS
You may use any tobacco that suits your taste . . . but you must use Riz la Croix papers to obtain full flavor and aroma of your favorite tobacco.
Only the purest and finest materials are used. Water of peculiar qualities, found only in Southern France, makes imitation of Riz la Croix papers difficult and quality impossible of duplication. Recognized the world over as the purest, strongest and best cigarette paper made.
THE ONLY GENUINE
RIZ LA+

N. C. L. T. A. URGES PASSING OF FAIR TRADE BILL

FOLLOWING the reintroduction in Congress of the Capper-Kelly bill, or the Fair Trade bill, the National Cigar Leaf Tobacco Association addressed a memorial to the committee which has the bill under consideration, urging that the bill be brought out for early action by Congress, and also urging that it be passed.

The Capper-Kelly bill has been carefully drafted by the Legislative Drafting Committee and its purpose is to permit manufacturers of trade-marked and nationally known articles to establish a standard resale price, but is so worded as not to conflict with the Anti-Trust Law.

The text of the memorial is as follows:

"The National Cigar Leaf Tobacco Association, which includes in its membership a substantial majority of the packers, importers, exporters and distributors of cigar leaf tobacco, have noted with much satisfaction the reintroduction in the new Congress of the Capper-Kelly bill, H. R. 11, permitting manufacturers of trade-marked or otherwise identified merchandise who are in open competition with each other to make contracts with their distributors fixing the resale prices at which their goods shall be sold.

"The enactment of such a measure could not fail to be highly beneficial to our industry. In no line of trade has predatory price-cutting been practiced to a greater or more disastrous extent than that engaged in the manufacture and distribution of tobacco products. In the retail field especially this cut-throat competition has been ruinous. Large numbers of small dealers have been driven out of business and thus have been closed the channels through which large quantities of goods produced by the medium and small units in the manufacturing branch of the industry would naturally seek a market. Congress has always been mindful of the necessity of curbing monopolies, and it would be difficult to cite a better illustration of the danger of monopolistic control than the situation which now exists in the cigar trades.

"The champions of the Capper-Kelly bill are urging the measure as much in the interest of the consumer as in that of the manufacturer and the distributor. Such a law would enable the consumer to procure with a minimum of effort the particular brand he desires at a uniform price in every market; especially it will protect him against the use of well-known trade-marks as bait with which to induce him to purchase unknown goods upon the assumption that everything sold in a cut-rate store is offered at a bargain price.

"Congress may expect some opposition to the Capper-Kelly bill, but it is significant that it comes from certain department and chain stores which desire to retain the privilege of cutting prices for the purpose of misleading the public into buying unidentified merchandise. Research conducted by the Government has demonstrated that these concerns do not operate at a lower cost for overhead than the small independent establishment, and as their profits are large the evidence is conclusive that the price concessions they make on identified merchandise are more than recouped through the sale of unknown goods at exorbitant prices.

"It is fortunate as well as significant that the Capper-Kelly bill is the only measure dealing with this subject presented in this Congress. It has behind it the solid support of the Senators and Congressmen who have advocated this legislation in previous Congresses and more than a thousand national and local trade bodies have indorsed the measure and are desirous of its speedy enactment into law.

"We are aware of the fact that the Federal Trade Commission is now conducting an investigation to determine the merits of the arguments of those who advocate this legislation, and it may be that Congress in its wisdom will see fit to defer action on this measure until the commission's report is received. We do not wish to criticise this method of procedure, but we trust that everything will be done to expedite the commission's report and that your committee will act promptly as soon as it is received.

"That the Capper-Kelly bill is in the interest of honest merchandising is evidenced by the overwhelming mass of opinion in business circles in every part of the country. In no way can you or your committee do a greater public service than by seeking to advance the consideration and early passage of this beneficent measure."

Signed by President Nathan I. Bijur, Chairman Joseph Mendelsohn of the Legislative Committee, and W. L. Crounse, Washington representative of the association.

NILES & MOSER TO JOB "ROI TAN"

THE AMERICAN CIGAR COMPANY in rearranging their distributors for the New Year have appointed Niles & Moser to distribute their "Roi Tan" in Denver territory, and the William A. Stickney Cigar Company, of Salt Lake City, Utah, to distribute the same brand in their territory.

Both these firms have been distributors of the American's "Chancellor" and "George W. Childs" brands for some time.

An intensive advertising campaign on "Roi Tan" will be opened by both the Stickney Company and Niles & Moser in their respective territories, and according to previous experiences of a similar nature, a gratifying increase in the sales of "Roi Tan" can be confidently anticipated.

WOMEN RESPONSIBLE FOR GAIN IN CIGARETTE CONSUMPTION

According to T. M. Carrington, chairman of the Board of Directors of the Tobacco Association of the United States, the feminine smoker is responsible for fully 25 per cent. of the increased demand for cigarettes.

DEMUTH SALESMAN DIES

Frank Greenwald, who has been Middle Western salesman for William Demuth & Company for some time, passed away in Chicago on December 21st. Funeral services were held from his late residence in that city on Friday, December 23d.

He is survived by his widow and two sons.

BRITISH-AMERICAN INCOME

Net profit of the British-American Tobacco Company for the year ended September 30, 1927, was £6,354,095, after all charges, expenses and provisions for income tax.

Among recent visitors to Bayuk Cigars, Incorporated, Ninth Street and Columbia Avenue, was J. Vipond, of the Scranton Tobacco Company, of Scranton, Pa.

T. M. A. CITES BUSINESS PROSPECTS FOR 1928

ACCORDING to a bulletin issued by the Tobacco Merchants Association business during the year now passing out has met with handicaps of no small proportions. Disastrous floods, the collapse of cotton prices in the fall of 1926, the extraordinary number of small bank failures through the Middle West, unusual weather conditions retarding the retail business the greater part of the buying seasons, and the shut-down of large automobile plants for reconstruction purposes, have all contributed to check the progress of the business prosperity that our country has been enjoying in recent years. Yet, considering all these hindering factors, all in all, the final record of business accomplishment during the year cannot but be regarded as most gratifying, and as convincing evidence of the healthy business conditions all over the country.

The tobacco industry in particular has reason to be gratified with the 1927 record, for, notwithstanding the recessions and reactions, though slight, that business in general has been undergoing during the outgoing year, the tobacco industry as a whole has continued its usual progress.

As to the outlook for 1928, opinion seems to be almost unanimous that there is every reason to look for a large measure of prosperity.

The Chamber of Commerce of the United States has just published decidedly optimistic statements by twenty-nine members of its Board of Directors regarding the business outlook for 1928.

The Chamber points out that included in the list are eastern public utility executives, southern bankers, manufacturers, automobile manufacturers and farm machinery and grain dealers from the Middle West, and railroad officials from the Pacific Coast.

In a general way the statements fully endorse the encouraging discussions of the probable business conditions which were made recently by Secretary Mellon and Secretary Hoover in their annual reports.

The recent slowing down in business apparently is not looked upon as the forerunner of a serious industrial recession by the Chamber officials, who, on the contrary, seem to believe that the temporary lull in the unusual activity of the fiscal year 1927 is a hopeful indicator of an upward trend next year.

It is particularly interesting to note among the comments the emphasis placed by several of the directors upon the expected increase in the buying power of the farmers due to satisfactory crops and better farm prices.

Likewise, in a recent survey of business conditions made by the National Bank of Commerce, we find the following interesting statements:

"There is an extraordinary combination of favorable factors. Among the more important are: Prospects for stable money at moderate rates; indications that building and construction will continue in large volume; removal from the automobile industry of the handicap of uncertainty as to Ford plans and indications that increase of output will be general after the turn of the year; larger purchasing power of farmers as a result of better conditions in staple agricultural lines, and adjustment of manufacturing output to demand during the latter part of 1927, and consequent avoidance of accumulation of stocks of goods."

MURIEL
CIGARS

The Standard of Excellence

It pays to display them

P. Lorillard Co., 119 W. 40th St., New York

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

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CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
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GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
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Headquarters, 341 Madison Ave., New York City

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MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
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SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York City..Secretary and Treasurer

HOUSE PASSES NEW TAX BILL

THE FOLLOWING BULLETIN in reference to the new tax bill now under consideration in Congress was issued by the Tobacco Merchants' Association immediately following its passage by the House on December 15th:

The House of Representatives today formally passed the new revenue bill carrying an estimated aggregate reduction of $289,765,000, an increase of approximately $57,000,000 over the total tax cut recommended by the Ways and Means Committee. The increase is due to the fact that the House has provided an additional tax cut for corporations having a net income of not over $15,000, and has completely repealed the automobile tax.

The new bill will now go to the Senate, where it will be referred to the Finance Committee. While it is hardly anticipated that the passage of the measure through the Senate will be as swift as in the House, it is, nevertheless, expected that the measure will be finally enacted before next year's income tax returns are due.

The following is a summary of some of the more important changes incorporated in the new measure as now passed in the House:

Tobacco Taxes Unchanged

No change whatever is made in the rates of taxation on tobacco products.

Income Taxes

CORPORATIONS:

In the Committee Bill, the corporate income tax rate was reduced from the present rate of 13½ per cent. to 11½ per cent., *effective against corporate income of 1927*, on which taxes are due next year. In the case of corporations having a net income of not over $25,000, the present $2000 exemption was increased to $3000.

The bill, as passed in the House, retains the retroactive provision, *i. e.*, that the reduction applies to 1927 income. The $3000 exemption for corporations having a net annual income of not over $25,000 is likewise retained. An amendment has, however, been passed reducing the tax rate with respect to corporations whose earnings do not exceed $15,000, as follows:

Corporations having a net income of

Not more than $7000 should be taxed at 5 per cent.;

More than $7000 and not more than $12,000 should be taxed at 7 per cent.;

More than $12,000 and not more than $15,000 should be taxed at 9 per cent.;

While all corporations whose incomes exceed $15,000 should be taxed at 11½ per cent.

INDIVIDUALS:

No change whatever has been made in the rates (normal or surtaxes) of individual income tax, the exemptions for dependents, or in the earned income provision.

Estate Taxes

The Secretary of the Treasury recommended the repeal of the estate tax, but this tax is retained in the new bill.

Taxes Repealed or Reduced

ADMISSIONS:

The 10 per cent. tax on admissions to amusements is retained. However, the tax exemption on such tickets fixed in the present law at 75 cents has been increased to $1. In addition, the tax on fight tickets selling above $5 is made 25 per cent.

CLUB DUES:

The present tax on club dues is cut in half, being reduced from 10 per cent. to 5 per cent.

AUTOMOBILES:

The 3 per cent. tax now in effect on automobiles (reduced to 1½ per cent. by the House Committee) has been entirely repealed by the House.

CEREAL BEVERAGES:

The existing tax of one-tenth of 1 cent per gallon on cereal beverages is repealed.

STOCK SALES:

The existing stamp tax on capital stock sales or transfers is cut in half, the new rate being 1 cent per $100 of face value or fraction thereof, in place of the present rate of 2 cents per $100.

PRODUCE SALES:

The present stamp tax of 1 cent per $100 or fraction thereof on sales of produce on exchanges is repealed.

WINES:

The tax on wines has been reduced to the pre-war rate.

Miscellaneous

AFFILIATED CORPORATIONS:

By Section 118 of the committee's measure it was made permissible for affiliated corporations to set off the losses sustained by one against the income earned by the others.

This section was completely eliminated from the bill as passed in the House.

TAX ON ACCUMULATED SURPLUSES:

The 50 per cent. tax on surpluses accumulated by corporations in order to evade surtaxes, provided for in Section 220 of the old law, has been reduced to 25 per cent. Corporations retaining more than 60 per cent. of their income must file statements containing detailed reasons for keeping such surplus, etc.

The accumulation of a surplus beyond the reasonable needs of the business shall be *prima facie* evidence of the purpose to evade the surtax. The same presumption applies as against mere holding or investment companies.

Corporations whose income to the extent of 80 per cent. or more is derived from rents, royalties, dividends, interest, etc., or from the sale of securities, and 80 per cent. or more of whose voting stock are controlled by not more than ten individuals, are termed "Personal Holding Companies." It is provided that if such company permits its undistributed profits to exceed 30 per cent. of its income, it must pay an additional tax of 25 per cent. of the undistributed profits.

REOPENING OF TAX DECISIONS BARRED:

The new bill carries an amendment which in effect would bar the Government or a taxpayer from reopening a tax case once settled.

Further advices regarding important developments in connection with this new tax measure will of course be issued from time to time.

JOSEPH CULLMAN HAS BIRTHDAY

Joseph F. Cullman, Sr., of the leaf tobacco firm of Cullman Brothers, Incorporated, 161 Front Street, New York City, celebrated his seventy-third birthday anniversary on Friday, December 23d. Mr. Cullman put in the day at his offices on Front Street as usual, except that he felt privileged to arrive later in the morning than usual.

WILL MAKE "CAL" CIGAR

C. R. Edris, formerly employed in a Warren, Pa., cigar factory, has opened his own factory at 434½ Pennsylvania Avenue W., Warren, Pa., and will manufacture a brand of cigars under the name of "Cal." The new cigar is Sumatra wrapped and domestic filler.

ELEVEN MONTHS' CIGAR PRODUCTION SHOWS INCREASE OF 54,000,000

FIGURES for the eleven months of the year 1927 show a combined increase in cigar production of 54,013,305 for all classes. Although Class B lost heavily, increases in Class A and Class E more than made up for the loss. The figures by classes follow:

Eleven Months' Withdrawals for Consumption
(United States Only)

	1st 11 Months Cal. Yr. 1926	*1st 11 Months Cal. Yr. 1927*
Cigars:		
Class A	2,682,245,709	2,987,593,820
Class B	889,314,180	706,494,096
Class C	2,386,128,403	2,314,068,426
Class D	139,642,999	140,275,791
Class E	27,021,692	29,934,155
Total	6,124,352,983	6,178,366,288
Little Cigars	385,261,127	414,663,612
Cigarettes	83,055,271,414	90,306,145,907
Large Cigarettes	11,877,241	10,910,346
Snuff ....lbs.	34,934,940	37,215,105
Tobacco, man'f'd..lbs.	346,923,688	330,174,317

LOOK FOR KEEN COMPETITION IN 1928

By E. G. Scott, Vice-President Smith & Scott Tobacco Company, Paducah, Ky.

"In my opinion, business and industry will stage a gruelling race of competition in 1928. The Ford announcement in December was the prologue to a drama in the automotive world that will no doubt be the pattern for the leadership throughout business and industry during the next approaching years.

"More value for the ultimate consumer will be the watchword of those who would seek and find prosperity in a fierce, white-hot competition. And I venture that only those who are girded about with the purpose to make maximum production the basis of minimum selling prices will go through the battle without scars.

"In other words, if I am not mistaken, 1928 will be a presidential year—that is, the presidents, or managers, in business and industry will do a lot of presiding, and the question that will really challenge them is whether to 'do or die.'"

CONSOLIDATED LITHO. BUYS HEYWOOD CO.

(Continued from page 4)

"We want at this time to thank you for the favors shown us in the past, and trust that you may be in a position to allow Consolidated Lithographing Corporation to take care of your wants in the classes of goods above referred to. They are undoubtedly known to you, and we have every reason to believe that your dealings with them will be satisfactory in every particular.

"Consolidated Lithographing Corporation will have all data in connection with your requirements as covered by your purchases from us in the past, and they assure us that any communication addressed to them direct, in connection with the same, will have very prompt attention.

"All future deliveries on contracts for the products of this department will be made and invoiced by Consolidated Lithographing Corporation on and after January 1, 1928.

Yours very truly,
R. R. HEYWOOD COMPANY,
By (Sgd.) R. R. HEYWOOD."

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

made good

LA PALINA
CIGAR

CIGARS SHOW SLIGHT LOSS FOR NOVEMBER

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of November, 1927, and are issued by the bureau. (Figures for November, 1927, are subject to revision until published in the annual report):

Products	*November, 1926*	*November, 1927*
Cigars (large):		
Class A .....No.	278,145,810	300,102,665
Class B .....No.	85,726,303	69,293,490
Class C .....No.	267,066,208	260,597,268
Class D .....No.	18,547,824	17,544,324
Class E .....No.	5,488,961	6,626,830
Total.....	654,975,106	654,164,577

Products	*November, 1926*	*November, 1927*
Cigars (small) .....No.	45,007,587	35,138,520
Cigarettes (large) .....No.	929,050	1,250,019
Cigarettes (small) .....No.	7,345,202,093	8,093,752,340
Snuff, manufactured ...lbs.	2,988,694	3,441,531
Tobacco, manufactured .lbs.	27,966,735	28,111,043

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands.

Supplemental Statement

Tax-paid products from Porto Rico for the month of November:

Products	*November, 1926*	*November, 1927*
Cigars (large):		
Class A .....No.	12,523,505	10,918,565
Class B .....No.	299,750	906,350
Class C .....No.	2,168,500	2,722,050
Class D .....No.	.....	3,500
Class E .....No.	.....	5,000
Total.....	14,991,755	14,555,465
Cigars (small) .....No.	1,000,000	1,000,120
Cigarettes (large) .....No.	552,000	575,000
Cigarettes (small) .....No.	41,000	85,000

Tax-paid products from the Philippine Islands for the month of November:

Products	*November, 1926*	*November, 1927*
Cigars (large):		
Class A .....No.	21,677,900	16,005,740
Class B .....No.	532,333	212,657
Class C .....No.	324,810	224,446
Class D .....No.	5,129	2,526
Class E .....No.	530	411
Total.....	22,540,702	16,445,780
Cigarettes (small) .....No.	148,016	222,240
Tobacco, manufactured .lbs.	131	124

NOTE: Quantities of tax-paid products shown in above statement are indicated by stamp sales for the month.

Supplement to the November Statement of Internal Revenue Collections

Objects of Taxation	*November, 1926*	*November, 1927*
Tobacco manufactures:		
Cigars .....$	2,500,328.89	$ 2,445,769.97
Cigarettes	22,042,829.49	24,291,923.88
Snuff	537,964.99	618,345.93
Tobacco, chewing and smoking.....	5,034,105.39	5,061,652.69

1927 PENNSYLVANIA CROP BETTER THAN 1926

According to a report just issued by the United States Department of Agriculture co-operating with the Pennsylvania Department of Agriculture, the revised estimate of the 1927 tobacco crop in Pennsylvania shows the same number of acres planted as in 1926, but the average production per acre increased forty pounds over 1926. The average value per acre in 1926 was $138.60 and in 1927 the average value is $176.79.

Despite the very unfavorable spring, agriculture in Pennsylvania compares rather favorably this year with 1926, according to the revised crop data released by the Pennsylvania Federal-State Co-operative Crop Reporting Service, Harrisburg. The large oats, buckwheat, potato and hay crops, together with higher prices for corn, oats, rye, tobacco and the fruits, counteracted in a large measure the effect of the decrease of 27,000,000 bushels in the production of cereals and of 12,600,000 bushels in the combined apple, peach and pear crops so that the value of the principal crops (see other side), estimated to be $216,000,000, falls only $10,000,000 short of their estimated value for the 1926 season.

The total value of all crops produced in Pennsylvania this year is $249,100,000 in comparison with $260,300,000 last year and the 1922-1926 average of $265,600,000. Acreage in field crops is approximately 24,000 less than in 1926. The corn, the winter wheat and the oats acreages were sharply reduced, falling below both last year's plantings and the average for the last five years. Both the buckwheat and the potato acreages, though showing increases of 20,000 and 22,000 acres respectively, were still slightly below average. The hay acreage exceeded last year's by 160,000 acres and the five-year average by almost 100,000 acres.

The yields of corn and of wheat fell below both last year's yields and the average, but the yields of oats, buckwheat, potatoes, tobacco and hay exceeded both the 1926 figures and the average. Pennsylvania regained its position as the ranking State in the production of buckwheat for both 1926 and 1927, according to the revisions, and as a producer of potatoes advanced from sixth place in 1926 to fourth place in 1927. Yield of hay is the largest on record and the total production is exceeded only by that of 1916.

Though the prices of corn, oats and tobacco are higher than they have been during the last few years, the winter wheat, buckwheat, potato and hay prices are lower, the hay price being the lowest on record. The average value per acre of all field crops is $28.79; last year it was $29.46.

SINGLE LAYER OF CIGARS MAY BE PACKED FOR DISPLAY

Permission to pack single-layer boxes of cigars for display purposes is carried in regulations adopted by the Bureau of Internal Revenue December 19.

Orders issued by Commissioner David H. Blair, with the approval of Secretary of the Treasury Mellon, call for the amendment of Section 99 of Regulations No. 8, as amended by T. D. 3655, by adding at the end of the third sentence a new sentence as follows:

"Cigars weighing more than three pounds per 1000 may be packed for display purposes only, in wooden boxes having the outward appearance of containing 50 cigars, but which have the bottoms raised so as to contain only a single layer of 12 or 13 cigars, provided, that each such box bears proper caution notice, factory brand and classification label and is sealed by internal revenue stamp of the proper denomination and class and the stamp canceled."

LINZ

CUBAN TOBACCO CORPORATION, SPANISH TREATY, AND TARIFF

OWING to insufficient rainfall during the growing stage the tobacco crop of Cuba for 1926-27 was very much smaller than that of the previous year, states American Consul L. J. Keena, State Department, in a report released by the Tobacco Section of the Department of Commerce. If there is not sufficient rainfall during December and January the crop is materially retarded, except in those cases where irrigation is carried on. Irrigation is so limited that it does not overcome the injurious effects of a drought.

The four well defined tobacco growng sections in Cuba are the Remedios, Vuelta Abajo, Semi-Vuelta and Partido. Estimates for the 1926-27 crop place that of Remedios around 160,000 bales as compared with about 300,000 last year; that of Vuelta Abajo at around 180,000 bales; that of Semi-Vuelta at about 116,000 and that of Partido at 50,000. This total of slightly over 400,000 bales is about a third less than the crop of last year which was about 600,000 bales.

Arrivals at Habana, the export and manufacturing center from January 1 to November 4, 1927, amounted to only 376,242 bales, compared with 553,067 bales received during the same period of 1926. Prices have naturally been higher as a result of the decreased production. For Remedios leaf a "matul" or bundle, which last year sold at $13 this year rose to about $18. This does not quite reflect the actual price increase because the quality of this year's tobacco was lower than that of the preceding crop. The price of Vuelta Abajo leaf rose to about twice the price of last year. The Partido price was also high early in the trading season but later declined so that as an average for the year the price was not much above that of 1926.

Exportation of leaf tobacco during the first ten months of 1927 amounted to 33,000,000 pounds compared with 32,000,000 for the same period of 1926, according to an unofficial source. Cigar exports for the first ten months of 1927 amounted to 74,179,617 in number, compared with 69,863,206 during the same months of 1926; and exports of cigarettes amounted to 3,520,825 packages and 1,803,887 packages respectively.

Consumption of cigars in Cuba during the first nine months of the current year amounted to 188,051,610, a decrease of 9 per cent. compared with 1926. Cigarette consumption totaled 275,507,769 packages, a decrease of 2 per cent.

The New Crop

The new crop, that is the crop for 1927-28, is being transplanted. While it is too early to make an estimate of production a few important factors which may effect the crop may be pointed out. In the Remedios section the recent heavy rains have had the effect of over-developing or over-ripening the seedlings and delaying the preparation of the ground. The Partido section also had too much rain, especially where the land is low and difficult to drain. These rains, it is said, did not reach as far westward as Vuelta Abajo, which region did not get sufficient rain, with the exception of a comparatively small part where an excess of rainfall again was recorded. The seedlings in most of the Vuelta Abajo section are said to be somewhat stunted and about half the transplanting is reported finished. The irrigation carried on there will partly offset the insufficient rainfall.

New Tariff

On October 19, 1927, a new tariff was promulgated by Cuba. By this tariff the rates on cigars and

(*Continued on Page 18*)

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

JOBBERS WANTED

SALESMEN CALLING ON CIGAR, DRUG AND DEPARTMENT STORES. Beautiful cigarette chests and humidors. Brand new. Sells on sight. Big Commissions. Act quick. Motto Guild, 5712 Armitage, Chicago, Ill.

SITUATION WANTED

SUPERINTENDENT—LONG SERVICE WITH BIG COMPANY who make successful cigars. Would like to hear from good company or firm. Practical cigarmaker. Hand work, suction or fresh-work machines. Address Box 511, "The Tobacco World."

GENERAL ALL AROUND EXPERIENCED FACTORY MAN desires position. Thoroughly experienced on all makes of automatic machinery. Address Box 512, "The Tobacco World."

WANTED TO BUY

JOB LOT CIGARS WANTED. ANY QUANTITY, ANY condition; wormy or dry. Send samples with lowest price and quantity and style of packing. J. B. Cigar Co., 35 South Third St., Philadelphia, Pa.

The Tobacco World

Established 1881

VOLUME 48 JANUARY 1, 1928 No. 1

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

OLD CONNECTICUT BROADLEAF:—45,122. For tucks only. December 14, 1927. James C. Terrett, Westfield, Mass.

TWIN TIPS:—45,123. For all tobacco products. December 15, 1927. Union Tobacco Company, New York, N. Y.

SHOW BOAT:—45,124. For cigars and cigarettes only. December 16, 1927. American Litho. Company, New York, N. Y.

SHERMAN SMOKER:—45,125. For cigars, cigarettes, cheroots, stogies and tobacco. December 24, 1927. David Sherman, Philadelphia, Pa. (Originally registered by Dave Sherman, Philadelphia, Pa., June 3, 1910.)

TRANSFERS

ESPANOS:—45,121. For cigars. Registered November 28, 1927, by Consolidated Litho. Corporation, New York, N. Y. (This certificate is issued upon presentation made to us that the trade-mark or trade name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus has been purchased a number of years ago from George Schmidt & Company, New York, N. Y., this title having been used by the latter concern for a number of years.)

News from Congress

(*Continued from Page 8*)

by $24,000,000, while the increased exemptions will cost $12,000,000 and the two percent. cut in the general rate will mean over $164,000,000, a total reduction in corporation taxes in excess of $200,000,000. These tax changes, if carried in the bill as finally adopted, will apply to income for 1927 on which taxes are due this year.

GOOD BUSINESS OUTLOOK FOR 1928

"We enter the New Year with the forces of stability dominant," it was declared by Secretary of Commerce Hoover on January 1, in summarizing the business situation as it existed at the beginning of 1928.

Credit is ample and at low rates, the large stocks of goods accumulated during the summer are being reducted, there is little speculation in commodities, wages are at a high level and unemployment is diminished, the domestic labor world is at peace except in the bituminous coal industry, and there is more peace in the international world than at any time since the war, the secretary pointed out. The foreign world is recovering its economic strength and buying power, therefore our foreign trade is steadily increasing. "The phenomena usually accredited as premonitory of a slump," he concluded, "are therefore absent.

"Manufacture and distribution have by savings and diminished profits accommodated themselves to the situation of decreasing prices without reduction in the average level of wages and therefore in the national buying power. But the great extent to which industry has accommodated itself to lower prices by decreased costs makes for a sounder condition the ensuing year. Despite decreasing prices, production and consumption of manufactured commodities have been maintained upon a high level, as shown by carloadings of class goods, which have been about equal to those of last year."

BOX COMPANIES MERGE

(*Continued from Page 4*)

mer hand-made product, containing the same desirable wood qualities, yet with an outer dress of uniformity which highly improves the appearance and finish of the product. It will be known as the "autocraft" wooden cigar box.

The new automatic equipment has fulfilled the container requirements, but not without some adjustment of problems confronting the cigar box manufacturer. It requires a huge volume of cigar boxes to justify the installation of the new machinery, and in order to secure this volume, it was necessary to merge the business of the above-mentioned firms.

The headquarters of the new Globe Box Company will be at 327-329 South Main Street, Lima, Ohio, in the modern factory building recently built by Messrs. E. W. Cook & Son.

The new automatic equipment has been ordered and will be delivered within the next two weeks, and it is expected will be in operation within four or five weeks. The new plant will then be the largest of its kind between the Pacific Coast and the Allegheny Mountains, and the second largest plant of its kind in the United States.

The Globe Box Company has been granted exclusive rights to the use of the new equipment in Ohio and adjacent territory.

More than 150 men and girls will be employed in the new plant, and this number will be increased as expansion takes place.

Fred W. Cook, president, has been active in the cigar box industry since 1907, when he became associated with his father, E. W. Cook, in the Globe Cigar Box Company.

Harry W. Buckley, vice-president and secretary, was president and general manager of the Buckley Box Company, of Columbus, and the Buckley Cigar Box Company, of Deshler. He has also been president of the National Cigar Box Manufacturers' Association since its organization seven years ago. He has been active in the cigar box industry for the past seventeen years, and prior to that time he operated a chain of drug stores.

George H. Knostman, treasurer and general manager, was manager of the Superior Cigar Box Company, of Minster, and has also been engaged in the manufacture of cigar boxes for the past seventeen years.

The non-resident officers of the Globe Box Company will move their families to Lima very shortly, and many of the skilled employees of the merged companies will also be brought to Lima with their families.

CUBAN TOBACCO & SPANISH TARIFF

(*Continued from page 17*)

cigarettes are placed at $9.90 per kilo plus an ad valorem rate of 25 per cent. net weight. Cut tobacco, manufactured in whatever form, is given a rate of $0.27 per kilo. The importation of cigarettes, other than medicinal, into the manufacture of which enter any plant other than tobacco, or any extra or alkaloid which is not normal to the tobacco plant, is prohibited.

BUYERS' GUIDE

CIGAR BOXES

NIC. ALTHAUS CO
MANUFACTURERS OF HIGH GRADE CIGAR BOXES
CEDAR, SAW AND PLANING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
TEL. ASHLAND 6242 ESTABLISHED 1875.
637-641 EAST 17 ST. NEW YORK.

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1105 West Town St., COLUMBUS, OHIO.

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

Colorgraphic
LABELS-BANDS-ADVERTISING
WINDOW TRANSPARENCIES
Quality Service
AMERICAN LITHOGRAPHIC COMPANY
NINETEENTH STREET & FOURTH AVENUE—NEW YORK
58 E. WASHINGTON ST. CHICAGO — FIRST NATIONAL BANK BLDG. TAMPA — 820 POYDRAS ST. NEW ORLEANS — 163-173 MAIN ST. SAN FRANCISCO

Gives counts and prices on over 8,000 different lines of business. No matter what your business, in this book your prospective customers listed.

Valuable information is also given as to how you can use the mails to secure orders and inquiries for your products or services.

Write for Your FREE Copy
R. L. POLK & CO.,
Detroit, Mich.

Largest City Directory Publishers in the World—Mailing List Compilers—Business Statistics—Producers of Direct Mail Advertising

The Standards of America

Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"

If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.

10c 15c 25c 75c $1.50 SIZES

J. G. DILL CO. Richmond, Va.

That Manila Business!

Do you realize:—

That the Manila Cigar trade is making gains over the corresponding months of last year?

That wherever a standard Manila line was established it is showing progress despite unprecedented competition?

That the better 5 cent Manilas can and do compete successfully with the nationally advertised domestic nickel cigars?

That smokers stick to Manila because they are mild, free-burning-honest, hand-made cigars?

That Manila Cigars may be bought at a price to show a fair profit and at the same time retain the good opinion of smokers who know quality and values?

That there is more all around satisfaction in handling standard Manila brands than in any other cigars on the market?

That if you want to know more about Manilas all you need do is to write for information to

THE MANILA AD. AGENCY

(C. A. BOND, Mgr.)

15 William Street, New York City

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VOLUME 48 No. 2

THE TOBACCO WORLD

THE HARD PULL IS NOT ALL IN THE MAKING

The reason why many cigars are hard to smoke is not because of the packing but due to the leaf, which does not burn freely enough to permit easy drawing.

Back of this condition in the leaf is the soil in which the tobacco grows. When there is too much chlorine in it, the leaf barely burns and produces a most unsatisfactory cigar.

Government tests of the soil of Porto Rico have demonstrated its freedom from chlorines. The Porto Rican leaf *always* burns evenly, and it is for this reason that cigar manufacturers invariably choose it entirely or as part of their blends.

Full-flavored to pleasant taste, smooth to mildness, Porto Rican tobacco completely satisfies the requirements of cigar manufacturers to meet the ALL DAY CIGAR demand of the American smoker.

Try it for your makes or in your blends. You too will find that Porto Rican tobacco is inevitable to a good, mild cigar.

Write for booklet containing full information on Porto Rican tobacco. Address your requests to

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDAÑA, Agent New York, N. Y.

Telephone: Wisconsin 4459

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

—AND A PROSPEROUS NEW YEAR TO ALL

AT the beginning of the New Year, we wish to extend our appreciation and thanks to cigar manufacturers, jobbers and retailers for their cooperation in the use of Wooden Cigar Boxes.

We are confident that our friends in the industry recognize the superiority of Wooden Cigar Boxes. With a hearty wish for their greater prosperity, we look forward to their continued enthusiastic support in 1928.

Wooden Cigar Box Boosters' Club

The Best Cigars Are Packed in WOODEN BOXES

Volume 48 — Number 2

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, JANUARY 15, 1928 — Foreign $3.50

T. S. A. ANNUAL CONVENTION

THE annual convention of the National Board of Tobacco Salesmen's Association of America was held in Chicago on December 28th and 29th, and proved a very interesting and enjoyable affair.

Among the important matters discussed was plans for Fathers' Day, 1928, which falls this year on June 17th. Mannie Freeman was elected to direct the Fathers' Day campaign, and he is to have five assistants, to be named later, from different parts of the United States.

The officers elected for the year 1928 are as follows:

President, Jack A. Martin, of Newark, N. J.; vice-president, Charles D. Coleman, of Chicago; and Abraham Silett, of New York, secretary and treasurer.

The board of governors is composed of Albert Freeman, Eastern Director, and Jesse W. Elson, Western Director.

The next convention of the National Board of the T. S. A. will be held in New York City in 1929, it having been decided at this last convention to hold conventions every two years in the future instead of annually.

—

MEYER & MENDELSOHN REORGANIZE

Meyer & Mendelsohn, leaf tobacco dealers of New York City, formerly associated with Weil & Son, and doing business under the name of Meyer & Mendelsohn-Weil & Son, have effected a reorganization and in the future the two firms will carry on their business separately.

The new officers of Meyer & Mendelsohn are: Alfred I. Mendelsohn, president; I. M. Jacoby, treasurer, and Harry Blauvelt, secretary.

The Meyer & Mendelsohn Company is a well-established firm in the leaf tobacco field and they will continue to deal in Connecticut and Wisconsin tobaccos at 169 Water Street.

—

FOLEY & SHERIDAN ON P. M. BOARD

W. C. Foley, who is general representative for Philip Morris & Company, with headquarters in Chicago, and M. J. Sheridan, who makes his headquarters in New York City, were elected members of the Board of Directors of Philip Morris & Co., at a meeting of the stockholders held last week.

PENN TOBACCO CO. PURCHASES MORE FIRMS

THE PENN TOBACCO COMPANY, of Wilkes-Barre, Pa., which recently purchased the business of L. Warnick Brown & Company, tobacco manufacturers, of Utica, N. Y., announce that they have just completed the purchase of the business of Shields & Son, of Albany, N. Y., manufacturers of "Blue Line," "Even Up," "Cottage" and other well-known brands of smoking and chewing tobaccos.

The manufacture of these brands will be carried on in the Wilkes-Barre plant of the Penn Tobacco Company in the future, and the same quality product is assured, with no change in prices.

The Penn Tobacco Company has also purchased the business of George W. Green, of Reading, Pa., manufacturer of "Old Reliable" and "Green's Natural Leaf" chewing tobaccos. The manufacture of these brands will be continued at the Reading factory temporarily, but will be transferred to the Wilkes-Barre plant later on. The price and quality on these brands will also remain unchanged.

The Penn Tobacco Company had a very successful year during 1927 and is expecting 1928 to be far ahead of the previous year in both sales and profits.

—

SCHULTE TO OPEN CHAIN OF GENERAL MERCHANDISE STORES

According to an announcement made by Udo M. Reinach, secretary of the Schulte Retail Stores Corporation, a new chain of general merchandise stores is being organized under their sponsorship for retailing merchandise on a price scale of five cents to one dollar.

The Schulte Retail Stores Company now operates the second largest chain of tobacco stores in the country, and it is planned to open about one thousand stores in the merchandising field.

Initial stock will amount to about $35,000,000 and a portion of this amount will be offered to present stockholders in the Schulte Retail Stores Company.

—

HOWARD TO REPRESENT "BLUE BOAR"

J. C. Howard, who has been associated with the firm of Faber, Coe & Gregg, Incorporated, in New York City, has been appointed by the American Tobacco Company to be special sales representative for their "Blue Boar" brand of smoking tobacco. While Mr. Howard will maintain his headquarters in New York City, he will travel over the entire country in the interest of "Blue Boar."

UNITED ZONE MANAGERS HOLD CONFERENCE

ON Tuesday, December 27, 1927, there began in New York City the annual conference of the executives and zone managers of the United Cigar Stores Company, which continued until January 4, 1928, and which was pronounced, at the close of the sessions, as one of the most successful ever held by that company.

Zone managers from all parts of the country were present and the various problems confronted in each territory were freely discussed.

The program arranged for each day of the conference covered addresses by executives of the company covering every phase of the activities of their chain of cigar stores in a most thorough and comprehensive manner.

Three dinners were tendered those in attendance during the conference: On Wednesday, December 28, 6 P. M., the Fifth Annual Gillette Dinner; on Friday, December 30, 6.30 P. M., the Reiss-Premier Pipe Company Dinner, and on Wednesday, January 4, the United Dinner.

When the conference ended the zone managers left for their respective homes filled with the spirit of co-operation and resolved to make the year 1928 a banner one for United Stores.

ANTI-CIGARETTE LEAGUE INCORPORATES IN OREGON

Articles of incorporation have been filed in Oregon by the Anti-Cigarette League of Oregon, with headquarters at Eugene, for the purpose of obtaining an amendment to the constitution of that State to prohibit the manufacture, export, sale and use of cigarettes in that State.

The officers of the organization are: John B. Perry, of Eugene, president; W. J. Williams, of Eugene, first vice-president; Arthur C. Bates, of Mill City, second vice-president; E. M. Patterson, of Eugene, secretary; J. Frank Cunningham, of St. Helens, assistant secretary; J. Michael Shelley, of Junction City, treasurer, and E. T. Atchley, of Eugene, field representative. Jesse G. Wells is named as attorney for the league.

LORILLARD EARNINGS ENCOURAGING

It is estimated by competent authorities that the net earnings of the P. Lorillard Company for the year just closed will run over $1 a share on the common stock, in spite of the great expense incurred during the past year by the company in the exploitation of their new cigarette, "Old Gold," and the balance sheet is expected to make a very favorable showing when the above expense is taken into consideration. Net income for the year 1926 amounted to $4,117,198, which was equivalent to $2.58 a share on the common stock outstanding.

KEYSTONE CIGAR CO. FILES PETITION

A petition in involuntary bankruptcy has been filed with William H. Kurtz, referee in bankruptcy, by Attorneys Lauria and Still against Joseph Shube and Sol. Rosenbaum, trading as the Keystone Cigar Company, of York, Pa. Liabilities of the concern are listed as $14,364.03 and assets total $10,556.62.

DECEMBER PRODUCTION OFF IN YORK COUNTY

ACCORDING to figures from the York and Red Lion, Pa., revenue offices, receipts from sales of cigar stamps for the month of December were less than for any previous month during 1927.

According to the stamp sales at the York office, cigars manufactured in the different classifications were as follows: Class A, 10,593,715; Class B, 532,100; Class C, 2,015,696, and Class D, 1890.

At the Red Lion office stamp sales showed 29,964,305 Class A cigars manufactured; 219,400 Class B; 477,006 Class C, and 120 Class D.

The total production for all classes as shown by sales of stamps at both offices was 41,803,222, while the total of both offices for the month of November, 1927, showed production in all classes of 64,242,559; 58,151,195 of the November production were five-cent cigars, while December production of five-cent cigars was 40,558,020.

November is naturally the biggest month of the year with cigar manufacturers.

LEADING MAGAZINE ADVERTISERS

In a list of leading magazine advertisers during the year 1927 published in the last issue of *Printers' Ink Weekly* the R. J. Reynolds Tobacco Company stands sixth on the list, with total expenditure of $2,009,070 for the year 1927, as compared with $1,533,850 during the year 1926.

The American Tobacco Company holds fourteenth place on the list, with total magazine expenditure of $1,226,244 for 1927, as compared with $888,367 during 1926.

The list was compiled through the co-operation of the National Advertising Records, and the figures represent the amount spent by these advertisers in a total of ninety-two magazines.

The figures do not represent the total advertising appropriations of these advertisers, nor do they include appropriations for business paper, newspaper, direct mail, outdoor, car card or radio advertising.

FRENCH COMPOSER HINGES CONTRACT ON ABILITY TO GET STRONG SMOKES HERE

Maurice Ravel, the French modernist composer and symphonic conductor, who arrived in New York last week, hinges his contracts in this country on the number and strength of French cigarettes which he is able to obtain while here.

Mr. Ravel expects to spend three months under the guidance of Walter Damrosch, former conductor of the New York Symphony Orchestra, and he stated upon his arrival that unless he obtains sufficient strong French cigarettes while here, he will cancel the contract.

BENSON & HEDGES CLOSE GOOD YEAR

According to a statement by James J. Head, vice-president of the firm of Benson & Hedges, well-known manufacturers of high-grade cigarettes and smokers' accessories, the year 1927 was one of the best in the history of the company, the holiday business being exceptionally large.

Another Universal Triumph !

THE MODEL S UNIVERSAL
Long Filler Bunch Machine
(*Non-Blending Type*)

10 Features
of advantage of the Model S Universal

1. Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.
2. Good-conditioned bunches are assured by "laying up" the fillers mechanically in exactly the same way that this is done by hand, in hand work; a few sprigs of fillers being intermittently added until the bunch is built up to the proper size and condition.
3. Improved method of filler feeding insures uniform results even with inexperienced operators.
4. Any size or shape of bunch, and both right and left hand bunches can be made on the same machine with slight mechanical changes.
5. With two operators, it produces 450 to 500 uniform bunches an hour.
6. Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.
7. Adapted for use in conjunction with automatic rolling machines.
8. Quickly and accurately adjusted to different sizes and conditions of fillers.
9. Assures uniformity of bunches at all times in both size and weight.
10. Sturdy and simple in construction—easy to operate and handle. **Requires no expert mechanical attention.**

WE ANNOUNCE to cigar manufacturers our new model S Universal—a Long Filler Bunch Machine (Non-Blending Type) that will materially reduce the cost of producing long filler cigars.

This machine completely meets the demand for a long filler bunch machine that *will make non-blended long filler bunches* with the utmost speed, accuracy and efficiency. It is similar in construction to our Model T Long Filler Bunch Machine except that the blending feature has been eliminated. It will produce from 450 to 500 well-conditioned, free-smoking bunches an hour.

The elimination of the blending feature in the Model S gives cigar manufacturers the advantages of an extremely simple machine that will produce equally as good work as our Model T (Blending Type) machine; and at a lower purchase price.

Not only will this machine produce perfect, well-conditioned bunches equal to hand work, but it is also simple to operate and handle. It will not easily get out of order, *does not require the services of an expert mechanic,* and its sound, sturdy construction assures long life with a minimum of upkeep cost.

Let us prove in your factory how it will increase your output and lower your production costs.

Universal Tobacco Machine Co.
40 EAST 34TH STREET
NEW YORK, N. Y.
Factory: NEWARK, N. J.

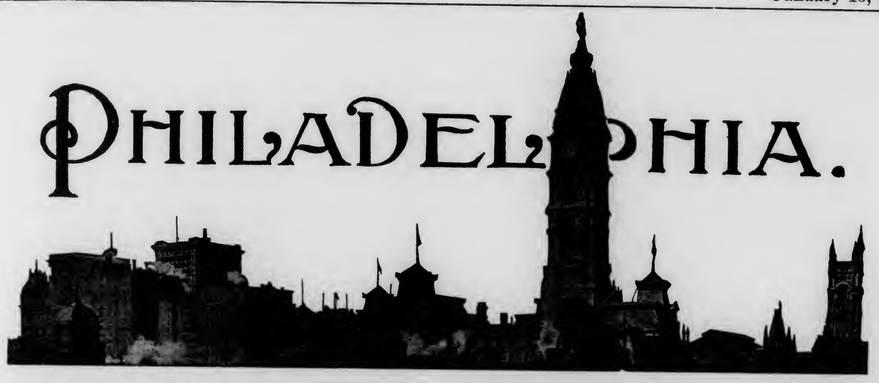
Write for illustrated folder and further information.

PRICE
$1450

Complete with two folding chairs, individual drive equipment, and 1/6 H. P. motor ready to start work. F. O. B. Newark, N. J., U. S. A.

Convenient Time Payment Terms

PHILADELPHIA.



CONGRESS ENTERTAINS VISITORS

VISITORS at the headquarters of the Congress Cigar Company, at Third and Spruce Streets, during the holiday period were George B. Scrambling, "La Palina" distributor, of Cleveland, Ohio, who reported 1927 the best ever in his territory for that brand.

Clark Snell, of Utica, N. Y., also dropped in and reported "La Palina" one of the best sellers in his territory.

A. J. Carmichael, of West Palm Beach, Fla., was also among the visitors. The Carmichael firm also operates branch houses at Miami, Fla., and Atlanta, Ga.

The Congress factory was closed during the holiday week, but Sales Manager Willis Andruss, and President Samuel Paley were on hand to welcome the visitors.

Mr. Paley, together with his brother, Jacob, sailed for Havana on Friday for a visit to the leaf markets there.

Mr. Andruss had just returned from spending the Christmas holidays with his mother in Buffalo, and expects to leave about the fifteenth for a two months' trip visiting the distributors of "La Palina" in various parts of the country.

Jacob Bender, Jr., was a holiday visitor to the Eisenlohr headquarters here, where plans were discussed for "Cinco" in his territory, which is North and South Carolina. Mr. Bender reported a very satisfactory sale on "Cinco" in his territory during the past year.

SIG. C. MAYER DEAD

Sig C. Mayer, well known cigar manufacturer, pased away at the University Hospital here on Friday, January 6th, following an attack of acute indigestion.

Mr. Mayer was taken suddenly ill in his office a few days before and summoned a physician who immediately ordered his removal to the hospital. Mr. Mayer was apparently well on the way to recovery but suffered a relapse and passed away a short time later.

Funeral services were held on Monday, January 9th, at the parlors of Morris Rosenberg's Son, 2009 North Broad Street, where many prominent manufacturers attended and paid their last respects.

Interment was in Mt. Sinai Cemetery.

BAYUK SALESMEN HOLD ANNUAL MEETING

THE annual get-together of the Bayuk representatives from all parts of the country was held here on Wednesday, December 28th, in the Bayuk headquarters at Ninth Street and Columbia Avenue.

Approximately sixty territorial managers were present. Vice-president Harvey L. Hirst, welcomed the guests on behalf of the corporation, and also commended them on the splendid co-operation which they had shown during the past year, which had enabled the corporation to make such a splendid showing on their brands throughout the country.

A. Joseph Newman then gave a résumé of the work accomplished during the past year and outlined plans for 1928, and also stated that the addition to the present factory building at Ninth and Columbia would be ready for occupancy in the early spring.

H. P. Wurman then outlined the manufacturing policy of Bayuk Cigars, Incorporated, from the time the raw material enters their factories until it leaves, a finished product.

Following the meeting at headquarters, the guests were conducted to the Hotel Benjamin Franklin at Ninth and Chestnut Streets, where a splendid dinner was served, and the day was topped off by a visit to the Shubert Theatre, where George White's "Scandals" was being shown.

GUS STAUB RESIGNS FROM CONGRESS

Gus Staub, who has been superintendent of packing and cigar box buyer for the Congress Cigar Company for a number of years, resigned from that firm, effective January first, on account of ill health.

Mr. Ferber, formerly connected with the Camden, N. J., factory of the Congress Cigar Company, will be in charge of the packing in the future, and Harry Shorer, former assistant to Mr. Staub, will be in charge of the cigar box purchasing in the future.

No announcement of Mr. Staub's plans for the future has been made as he contemplates a two months' rest period before making any business connections.

The Post Cigar Store at Second and Market Streets, was damaged by fire just two days before Christmas to the extent of $10,000.

California Redwood

Now Offers An Improved Product

With the opening of the New Year the Pacific Lumber Company announces that their program to improve the quality of California REDWOOD in 1928 is completed. The finest equipment available is now installed and in operation. It now assures the trade that Calfornia REDWOOD Cigar Box Lumber manufactured in 1928 will be of a higher standard than has ever been offered by them to the Cigar Box Industry.

With a better product than ever before produced from California REDWOOD, the Pacific Lumber Company faces the competition of 1928 with optimism. By serving the cigar manufacturing industry with a finer quality of California REDWOOD for their cigar containers, the Pacific Lumber Company contributes toward a prosperous year of business for the cigar trade in general.

Better cigar boxes and better cigars are important contributions to better business. The New York or Chicago offices of the Pacific Lumber Company will gladly furnish any cigar manufacturer with details regarding the assistance California REDWOOD can give in making *his* cigar business better.

CHICAGO
2073 McCormick Bldg.

The Pacific Lumber Co.
OF ILLINOIS
REDWOOD
"TIME'S ONLY RIVAL"
REG. U.S. PAT. OFF.
332 SO. MICHIGAN AVE. CHICAGO, ILLINOIS

NEW YORK CITY
2314 Pershing Square Bldg.

The Largest Manufacturers and Distributors of California Redwood

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

REPEAL of the present prohibition against the entry into the United States of cigars in quantities of less than 3,000 per shipment is being being sought by Representative Watson, of Pennsylvania. This matter was before the last Congress in the form of a bill introduced by Representative William R. Green, of Iowa, chairman of the House Ways and Means Committee, of which Mr. Watson also is a member.

This legislation is favored by President Coolidge as indicated by his message to Congress upon the convening of that body. The President now is on the eve of departure for Havana and since he will assure the attendants upon the Pan-American Conference to be held in that city, of the friendly feeling on the part of the United States towards Latin America, it was the desire of Administration adherents that this evidence of good will be shown.

The early passage of the Watson bill is predicted since unless the parcel post mails of the United States are thrown open to the Cuban cigar manufacturers, as would be the result of the adoption of this measure, Cuba will decline to continue the present parcel post agreement it has with the United States and which will terminate in March unless renewed. The Post Office Department and exporting organizations long have advocated this legislation.

Tax Reduction Bill May Be Delayed

The net result of the radical tax cuts made by the House of Representatives in passing the tax reduction bill will be to delay final enactment of the measure until after March 15, it is indicated by correspondence between Senator Reed Smooth of Utah, chairman of the Senate Finance Committee, and Secretary of the Treasury Mellon.

Inquiring whether the Treasury would be in a better position to state definitely the effect of the tax cuts made by the House upon the Government revenues if the bill was delayed, Senator Smooth was informd by Secretary Mellon that such a delay was very desirable as, when the corporation tax returns for 1927 are filed on March 15, the Treasury will be in a position to know with reasonable definiteness the income on which it may rely for the first half of the fiscal year 1929, and also whether receipts from back taxes may be expected to continue at a high level. At the same time, it will be possible to form a better opinion as to appropriations not covered by the budget estimates which may be made by Congress.

"On the assumption that a tax reduction bill will become law at the present session of Congress, delay will occasion no loss to the taxpayers, or inconvenience either to them or to the Government from an administrative standpoint," the Secretary pointed out. The first instalment will be paid at the present rate, but any excess can be cared for in the remaining instalments, and refunds of excess taxes can be made where the tax was paid in full, as was done under a previous revenue-revision law.

"It seems to me," the Secretary concluded, "both the taxpayers and the Government have nothing to lose by postponing the final enactment of the tax reduction bill until after the fifteenth of March. From the standpoint of the taxpayers, as the estimate of probable revenues at that time will be more reliable than the present Treasury estimates, they will be relieved of the risk of obtaining no tax reduction at all this year, or facing the even worse situation of a bill which provides a reduction in excess of that which revenues permit. From the standpoint of the Government, and particularly of this department, charged as it is with the responsibility of carrying out the debt reduction program, it is of the greatest importance that we should be able to proceed with the full knowledge that the revenues of the Government will be adequate to meet its expenditures."

House Committee Frowns on Appointment of Special Industrial Investigators

Criticizing the efforts of individual industries to secure the appointment in the Department of Commerce of special commodity trade commissioners, the making of commodity surveys and similar special privileges, the House Committee on Appropriations last week, in presenting its report on the department's appropriation bill for the fiscal year beginning July 1 next, refused to make any provision in the measure for such work.

The making of commodity surveys and studies of mercantile problems in the United States is something that comes within the province of commercial organizations, the committee declared, adding that if the Government continues to do this work it will eventually become an endless task.

As regards commodity trade commissioners, the committee expressed the opinion that the personnel of the Bureau of Foreign and Domestic Commerce was so organized as to do this work without the appointment of specialists. "The Committee is of the opinion that it is not within the fundamental idea of the scope of the Bureau of Foreign and Domestic Com-

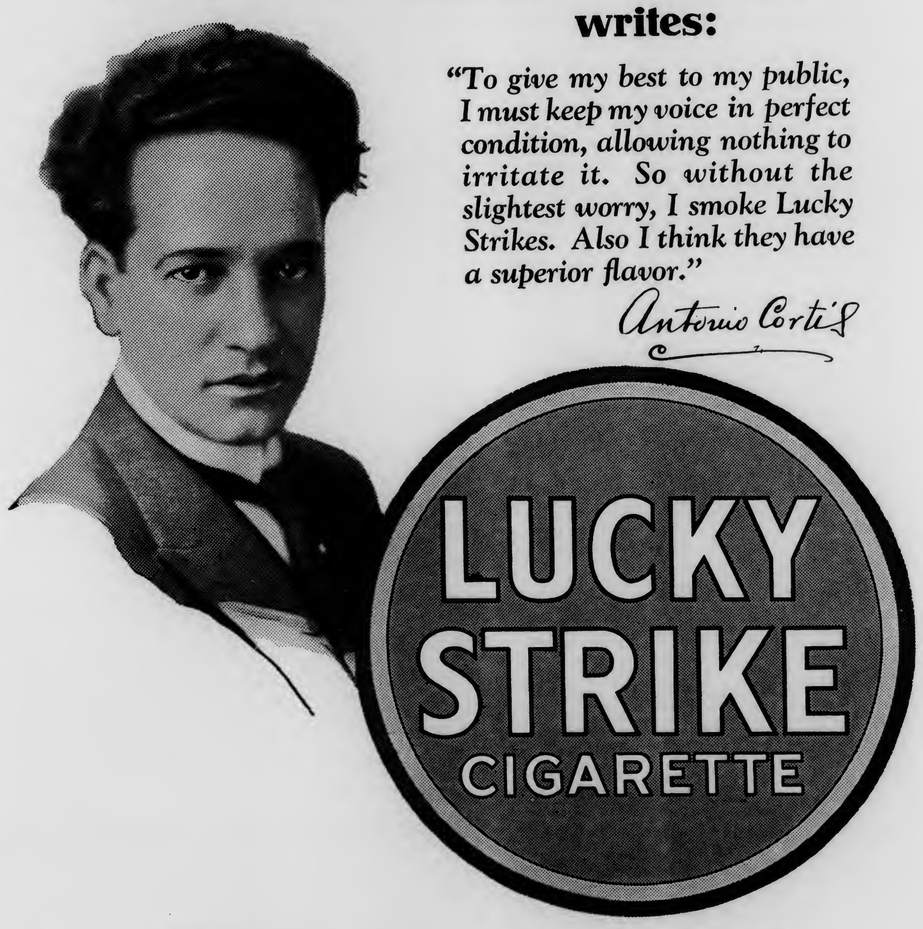
(*Continued on Page 12*)

ANTONIO CORTIS

Noted Tenor of Chicago Civic Opera writes:

"To give my best to my public, I must keep my voice in perfect condition, allowing nothing to irritate it. So without the slightest worry, I smoke Lucky Strikes. Also I think they have a superior flavor."

Antonio Cortis



"It's toasted"

No Throat Irritation-No Cough.

FREEMAN STARTING WORK ON FATHERS' DAY

MANNIE FREEMAN, who has been one of the most ardent workers for the Fathers' Day movement in past years, has again been elected to direct that work for this year, and although he was only elected to this post on December 29th, and although Fathers' Day is not until the seventeenth of June this year, Mannie is already on the job soliciting contributions to carry on this work.

Previously, the money necessary to do the preliminary work of this campaign has been advanced by the Tobacco Salesmen's Association, and later refunded as the sale of the special posters and other advertising matter progressed, but it has been felt that this is not fair to the association so Mannie is endeavoring this year to get firms interested in this movement to advance whatever amounts they see fit toward this movement, and whatever amount they advance will be applied later on toward payment on their order for the posters.

This Fathers' Day movement has been steadily gaining ground during the past few years and it is hoped a much greater number of manufacturers, jobbers, and retailers will see the possibilities for increased business if a sufficient number will get behind it and help boost it along, and that they will join in the movement this year.

LORILLARD PLANE VISITS PHILADELPHIA

On Friday of last week, January 6th, the people of Philadelphia were astounded to hear a "voice from the sky" delivering a message to them, and after some difficulty discovered a hugh airplane cavorting in the sky from which the voice was carried to them through powerful amplifiers.

It was the giant three-motored plane of the P. Lorillard Company, which they are using to tell the smokers of the merits of their new cigarette "Old Gold," with the well-known slogan: "Not a Cough in a Carload.'

The plane is an exact duplicate of the one that carried Commander Byrd to the North Pole, weighs six tons and carries a crew of five men. The powerful amplifiers through which the sound is transmitted from the clouds, have a range of several miles from an altitude of 3000 feet.

MAYER RESIGNS FROM K. B. & B.

Joseph Mayer, vice-president of Kauffman Brothers & Bondy, Incorporated, and who has been associated with Kauffman Brothers & Bondy, Incorporated, "The oldest pipe house in America" for approximately forty-six years, and interested financially in the Company for the past twenty years, announced that he had resigned from the firm effective January first.

Mr. Mayer has not announced his intentions for the future, but it is not expected that he will retire permanently from active business associations.

The secret of the "Garcia Mystery" cigar, manufactured by the Kildow Cigar Company, of Bethesda, Ohio, is out: It is "rum cured."

TAR AND FEATHERS FOR PRICE-CUTTER'S SHOP

ACCORDING to *Tobacco,* London, England, a remarkable incident occurred on Saturday, December 10th, at the shop of a tobacconist in Abingdon Street, Blackpool, a few doors from the General Post Office. At an early hour a police constable on duty saw two men jump into a motor car waiting outside the shop and drive away. The officer on investigation found that the three windows of the shop had been plastered over with tar and then feathers had been thrown on to the stick mess. Buckets of tar, a bag of feathers and a brush had been left behind by the men. The shop, which was opened only about three weeks before, had attracted considerable attention because of price-cutting. To a representative of *Tobacco* the proprietor stated that he was not at all surprised at the incident. The price-cutting had created some feeling against him, and on one occasion a canvas screen outside the shop was smashed, while threats had been made to break the windows.

AMERICAN CIGAR COMPANY MAKES CHANGES IN SUPERVISORS

The American Cigar Company has inaugurated a new policy covering the sales efforts on their "Roi-Tan," "Cremo," "George W. Childs," and "Chancellor" effective January first.

Heretofore Vice-President R. M. C. Glenn has had charge of the placing of "Roi-Tans" and "Cremo" in the different parts of the country and Vice-President Gerson Brown has looked after the "George W. Childs" and the "Chancellor," but in the future Mr. Brown will take care of all four brands in all states west of the Mississippi, and Mr. Glenn will look after all states east of the Mississippi on all four brands.

Both men are well-known throughout the trade in these territories and it is believed this new arrangement will result in each man being better able to cover his individual territory and a corresponding increase in sales of these four well-known brands will result.

Territorial assignments on the other brands of the American Cigar Company will remain the same as heretofore. O. C. Schneider will remain in charge of the clear Havana department and T. C. Gales and J. C. Hicks will remain in charge of their imported brands.

KEOGH RESIGNS FROM "OPTIMO" STAFF

Val G. Keogh, middle western representative for A. Santaella & Company (manufacturers of the "Optimo" cigar) for a number of years, has severed his connection with that firm effective January first.

Mr. Keogh leaves the Santaella Company with the best wishes of the company. No announcement as to his future plans has been made.

Paul G. Alberty, formerly with the Congress Cigar Company, as their New Jersey representative, has joined the "Optimo" staff and will take over the territory vacated by Mr. Keogh. Mr. Alberty is well-known in the trade and has also had a wide experience in the cigar field. He was at one time president of the cigar jobbing firm of Dusel, Goodloe & Company, of North Seventh Street, this city, now consolidated with Yahn & McDonnell Cigars, also cigar jobbers.

After all nothing satisfies like a good cigar
LESCHEY-MYERS-CIGAR BOX CO.
CIGAR BOX MANUFACTURERS
YORK-HANOVER-PHILADELPHIA
The Best Cigars are packed in Wooden Boxes

News from Congress

(*Continued from Page 8*)

merce to single out any specific commodity for any set or group of manufacturers and direct its attention to it," the report declared, "but, rather, to carry out the intent of the law laying down the powers and duties of the department 'to foster, promote, and develop the foreign and domestic commerce . . . of the United States,' and not a particular commodity, section or locality. Consequently, it has not included in the bill any amount covering the numerous requests for such types of foreign trade representatives."

Among the projects for which the committee refused funds were a study of retail credit conditions throughout the country, trade surveys of the Southwest and Central Atlantic States and requests for a number of special trade commissioners for various commodities.

Wholesalers Invited to Attend Conference at Washington

Representatives of the wholesale branch of the various industries have been invited to come to Washington to attend a national wholesalers' conference to be held by the United States Chamber of Commerce, February 14 and 15, at which will be discussed the various phases of wholesaling and the part it plays in the changing economy of distribution.

There is much uncertainty concerning the exact situation in the wholesale field at this time, and there is even greater uncertainty as to what developments may be expected, it is explained by officials of the chamber. It is evident, they declare, that wholesaling in many lines is profoundly disturbed.

"Wholesalers themselves hold widely divergent opinions," it was pointed out. "In different branches of trade they are confronted with a variety of conditions which they are meeting in a variety of ways.

"During the past ten years the wholesale situation has been deeply affected by many developments—increased production, chain store growth, mail order houses, department store sales, direct selling. These forces have reacted differently upon different sections of wholesale trade.

"The purpose of a conference of wholesalers will be to arrive at such facts as the costs of wholesaling as a means for determining profitable trade areas; economic minimum of profitable orders; distribution of costs of different lines; and methods of promoting the adoption of uniform classification of accounts within each wholesale trade in order to increase efficiency and facilitate cost comparisons."

Inventory of Defective Material May Be Corrected

Errors in the taking of inventories, through the inclusion of defective material, may later be corrected, it has been held by the United States Board of Tax Appeals.

Passing upon a case involving this point, the board ruled that where an inventory was originally taken at cost or market, whichever was lower, and it was discovered early in the succeeding year that it contained on the inventory date a large quantity of defective material, it may be corrected to accord with the actual fact.

Average Income Increasing

A progressive increase in the level of national income since 1921 is disclosed by tax returns filed in Washington, according to an analysis of 1926 returns filed up to August, 1927, just completed by the Bureau of Internal Revenue.

The number of incomes of $1,000,000 and over has increased yearly, from 21 in 1921 to 228 in 1926, a figure higher even than that of 1916, which was a year of exceptional profits, while, on the other hand, the number of incomes between $1000 and $2000 has decreased from 2,440,544 to 1,016,153. Incomes between $2000 and $3000 have decreased from 2,222,031 to 835,711, while there has been, in general, a steady increase in the number of incomes in excess of the latter figure.

Wages and salaries constitute approximately 40 per cent. of the income of the taxpayers of the country, with returns from business accounting for 13.35 per cent. partnerships for 7.10 per cent. and dividends for 15 per cent. the analysis showed. These figures are based on returns filed by 4,075,542 individuals for 1926, which showed aggregate net income of $21,565,176,326 and tax of $727,479,426, an average net income of $5291.36, average tax of $178.50, and an average tax rate of 3.37 per cent. Returns for the year were also filed by 412,763 corporations, 248,892 of which reported net income, the aggregate being $9,212,263,650 on which income taxes of $1,181,005,336 were paid.

Returns filed for the year showed fourteen taxpayers with incomes of $5,000,000 or more, 214 with incomes between $1,000,000 and $5,000,000, 465 with incomes between $500,000 and $1,000,000, and 8853 with incomes between $100,000 and $500,000. The returns of these taxpayers represented 11 per cent. of the total taxable individual income and 51.02 per cent. of the total taxes collected. Incomes under $10,000 represented 56.87 per cent. of the net income of the taxpayers of the country and 4.49 per cent. of the total tax.

CUBAN TOBACCO DEFENCE COMMISSION ORGANIZED

In accordance with the provisions of the Tobacco Defence Law enacted by the Cuban Legislature on July 12th, 1927, the Commission has been organized with the following members:

Secretary of Agriculture, Commerce and Labor, General Manuel Delgado, chairman; Manuel Fernandez Valle, secretary. The directors are: Angel Gonzales del Valle; Francisco Pego Pita, of the Cigar and Cigarette Makers' Union; Fernando Palacio Arguelles; Manuel Suarez, of the Association of Tobacco Harvesters and Warehouse Owners; Lizardo Perez, of the same Association, and Santiago Castillo and Gregorio Muerza, of the National Cigar Workers' Federation.

Periodical meetings of the Commission will be held at the Agricultural Department Building, and a defence program for Cuban tobacco abroad and propaganda will be prepared immediately. This will involve the printing of a booklet on native tobacco and negotiations of treaties providing for protection of the name "Havana" and "Vuelta Abajo" on cigars.

PHIL FREIDER A VISITOR

Phil Freider, of S. Freider & Son, of Cincinnati, was a visitor among the trade here during holiday week. S. Freider & Son are the owners of the well-known "Reynaldo" brand, and also importers of Manila cigars.

1927 GOOD YEAR FOR CIGARETTE COMPANIES

ACCORDING to the *Wall Street Journal,* the year 1927 will prove to have been an excellent one for the larger cigarette manufacturing companies, *viz.,* the American Tobacco Company, Liggett & Myers Tobacco Company, and the R. J. Reynolds Tobacco Company. The earnings of the P. Lorillard Company will probably not make so good a showing owing to the expense of introducing their new cigarette "Old Gold" on the market last year.

The steady growth of the other three big companies is shown by their aggregate net earnings, which in the thirteen years, 1914 to 1926, inclusive, showed an increase in every year.

"Aggregate net earnings totaled $66,385,998 in 1926, or practically double the aggregate in 1920, which was $33,440,252. In the same period domestic production of cigarettes in the United States nearly doubled, reaching in excess of 89,000,000,000 in 1926 as compared with 47,000,000,000 in 1920.

"The growth in popularity of the cigarette in contrast with other forms of tobacco has been practically uninterrupted since 1914. In only one year, 1920, did domestic production fail to show a substantial gain. In that year domestic production of cigars reached its peak, totalling 8,096,758,663. Then cigars began to decline, until in 1926 production showed a small gain over the preceding year, although the output was only around 6,900,000,000 cigars.

"The war was perhaps the greatest single factor in popularizing the cigarette. Both men and women became acquainted with a desirability of a short, and inexpensive smoke, which since has been stressed in extensive advertising by the manufacturers. The swing toward cigarettes, and to a great degree toward the popular-priced 20 for 15 cents brands, became marked at that time, and manufacturers, realizing the profits in large scale production of the cheaper brands, have been pushing these blended brands ever since. It is on these types that the prosperity of the cigarette business has been founded.

"The internal revenue tax on cigarettes is $3 a thousand. Thus six cents out of every fifteen cents spent by the consumer for a package of twenty goes to the Government in the form of excise tax. In the fiscal year 1926, cigarettes contributed $254,824,808 out of the total Government tobacco revenues of $370,666,438, or approximately 68 per cent. This compares with $150,127,514 in 1922 to total tobacco revenues of $270,759,384, or about 56 per cent."

LANCASTER TOBACCO MOVING

Buying of the 1927 crop of Lancaster tobacco has begun and some brisk trading has already taken place with prices said to be approximately twenty cents a pound and prospects of it being much higher before the crop is entirely disposed of.

The Pennsylvania crop for 1927 was a small one, comparatively speaking, and some of the larger manufacturers have not been slow in seeing that their requirements were secured before it was too late.

Manufacturers of five-cent cigars who depend on Pennsylvania tobacco for fillers are faced with a hard problem for the year 1928 as they are reluctant to sacrifice quality since they have again become established in the five-cent field.

NEW CURRENCY CIGAR

Foil Wrapping keeps 'em fresh and makes new customers

5¢

It pays to display them

P. Lorillard Co., 119 W. 40th St., New York

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
GORDON W. STEWART, Hartford, Conn. ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
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ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York City. Secretary and Treasurer

PHILADELPHIA Y. W. ENDORSES MISS ROYDEN

The Philadelphia branch of the Young Women's Christian Association has virtually endorsed Miss A. Maude Royden, English woman preacher, who arrived in this country last week, and who has had engagements canceled for lectures to have been given in Boston and Chicago, under the auspices of the Women's Home Missionary Society of the Methodist Episcopal Church. The Chicago lecture was canceled when it was reported that Miss Royden smoked cigarettes and the one in Boston when it was said she believed in companionate marriage.

Miss Royden promptly denied that she was an advocate of experimental marriage, and stated that her record since the companionate marriage was introduced has always been one of strong opposition.

However, "Smoking and drinking in moderation," said Miss Royden, "have nothing to do with religion. I myself, smoke occasionally. The best solution for questions like that is to see things as God sees them, and I believe if God sees a woman smoking He would say: 'It is nothing.'"

Miss Royden has been invited to address the Philadelphia Forum in the Academy of Music here on the night of January 18th, and she will be introduced by Dr. Joseph Fort Newton, rector of St. Paul's Protestant Episcopal Church of Overbrook, and the Philadelphia Y. W. C. A. in its *News Bulletin* describes her as "the outstanding woman preacher of the decade" and also states that when she spoke here several years ago in the Metropolitan Opera House she drew one of the largest audiences ever present at a function sponsored by the Y. W. C. A. in Philadelphia.

Miss Royden contends that smoking and religious beliefs are unrelated subjects.

H. L. JUDELL ANNUAL LUNCHEON

On Friday, December 30th, H. L. Judell & Company of San Francisco, held their annual luncheon to their sales representatives at the Commercial Club in that city.

H. L. Judell, who had just passed his eighty-third birthday anniversary on December 27th, was given a standing greeting by those present.

The H. L. Judell Company distributes "Antonio y Cleopatra," "Roi Tan," "Alhambra," and other popular brands on the Pacific coast.

Plans were discussed by Adolph L. Judell at the luncheon whereby certain details heretofore looked after by the salesmen will be taken care of by headquarters, thus relieving the salesmen of some of their burden.

UNITED LEASES ANOTHER STORE

The United Cigar Stores Company has purchased a lease on the store at 1414 South Penn Square, this city, through Mastbaum Brothers & Fleisher, real estate brokers, representing Thomas E. Baxter.

METROPOLITAN REDUCES CAPITAL

The Metropolitan Tobacco Company, jobbers of tobacco products in New York City, has filed papers at Albany, decreasing its capital stock from $10,500,000 to $2,500,000.

UNITED—LIFE SAVER STOCK DEAL

In a letter to stockholders of Life Savers, Incorporated, Edward J. Noble, president of that Corporation announces that he and Robert P. Noble, vice president of Life Savers, Incorporated, have sold a block of 50,000 shares of that Company's stock to the United Cigar Stores Company.

In explanation of the transaction Mr. Noble states: "We were impelled to make this sale in order to secure a closer co-operation between the two companies, and to maintain a wider distribution of Life Saver products throughout the 3,500 United Cigar Stores and agencies.

We have also agreed to sell the United Cigar Stores Company, at the same price, 25,000 shares out of our personal holdings upon the future accomplishment by the United Cigar Stores Company of certain objectives which we believe will be of benefit to stockholders."

The stockholders of Life Savers, Incorporated, recently authorized the issuing of 50,000 shares of stock to Messrs. Noble so that their personal holdings might not be further reduced by the sale of stock.

EDWARD ROSENTHAL DIES SUDDENLY

Edward F. Rosenthal, former vice-president of the Porto Rican-American Tobacco Company, in charge of sales, was found dead at his home early Saturday morning, January 7th.

Mr. Rosenthal had just tendered his resignation to the Porto Rican-American company, effective January 1st, after having filled the office of vice-president of the Company for four years and was apparently in the best of health the day before his death when he had made a visit to the offices of the Porto Rican company to look after the removal of some of his personal effects.

Previous to his connection with the Porto Rican-American, Mr. Rosenthal had been associated with the General Cigar Company for about twenty years, and was well known to the cigar trade throughout the country.

Mr. Rosenthal was forty-eight years of age and he had resigned his position to seek a broader field for his talents.

He is survived by his widow, one brother and a sister.

Funeral services were held from the University Chapel, in New York City, on Wednesday, January 11th.

"LISTERINE" CIGARETTE LAUNCHED

The latest arrival in the Cigarette Market, the "Listerine" cigarette, manufactured by the Lambert Pharmacal Company, of St. Louis, is on the market in that city and newspaper advertisements are being run there in a test campaign.

The cigarette is medicated with the essential oils of the Listerine products and retail at twenty-five cents a package of twenty.

WISCONSIN FARMERS HOLD MEETING

On Tuesday and Wednesday, January 2d and 3d, a two days' Farmers' Institute was held at Stoughton, Wis., and one of the items on the program was a talk by Otto Onstad, of Cambridge, on the subject, "Better and More Tobacco Per Acre."

WEIL & SON TO OPERATE WITH SINGER & MAYER

THE LEAF TOBACCO firm of Weil & Son, formerly associated with Meyer & Mendelsohn, under the firm name of Meyer & Mendelsohn-Weil & Son, has separated from Meyer & Mendelsohn and effected a working agreement with Singer & Mayer whereby Singer & Mayer will handle the tobacco of Weil & Son in conjunction with its own packings.

The firm of Weil & Son will be conducted by Paul Hirschhorn, Arthur C. Weil having withdrawn from the firm to enter another line of business.

The building at 166 Water Street has been purchased and will be occupied jointly by the two firms, who will deal in Connecticut, Pennsylvania and Wisconsin tobaccos, as well as Sumatra, Porto Rico and Havana tobaccos. Warehouses have been secured jointly by these two firms at advantageous points in Connecticut, Pennsylvania and Wisconsin, and they are looking forward confidently to a successful year.

WASHINGTON BARS ANTI-CIGARETTE LECTURERS FROM SCHOOLS

Field workers of the Anti-Cigarette Alliance have been barred from schools in the District of Columbia by a decision of the Board of Education that lectures upon the use of cigarettes might be construed as dealing with a controversial subject.

The action of the board was an outgrowth of the stand adopted recently when the Association Against the Prohibition Amendment protested against a similar series of lectures conducted by the Women's Christian Temperance Union.

A request for permission to deliver a series of anti-cigarette lectures in the schools brought the statement from the board that while such instruction might be beneficial, "we believe that we have no right to bring into the schools anything of a controversial or religious nature."

SANTAELLA IN NEW YORK

Antonio Santaella and Mariano Alvarez, of A. Santaella & Company, are in New York City, where preparations are being made for the annual conference of the "Optimo" salesmen from all parts of the country.

This annual conference is an event eagerly awaited by the sales staff of the Santaella Company, as an interesting meeting can confidently be expected, with plenty of excellent entertainment provided, as the Santaella executives are firm believers in that old adage: "All work and no play, etc."

UNITED DIVIDEND

A quarterly dividend of one and one-half per cent., payable in cash, has been declared by the Board of Directors on the preferred stock of the United Cigar Stores Company of America, payable February 1st to stockholders of record January 13th.

STANDARD COMMERCIAL INCOME

Net income of the Standard Commercial Tobacco Company for the year 1927 was $717,500. Total sales were $5,100,000, and surplus account was increased to $9,637,797 from $5,624,434 at the end of 1926.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OP'TIMO CIGARS

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

made good

LA PALINA

CIGAR

THE TOBACCO INDUSTRY OF THE PHILIPPINE ISLANDS

TOBACCO was first introduced into the Philippine Islands by Spanish missionaries during latter part of the sixteenth century, according to a report received in the Tobacco Section of the Department of Commerce from Assistant Trade Commissioner Wilbur K. Hoyt. Climatic and soil conditions were found favorable but the cultivation of this crop did not become important until 1781 when the industry was declared a state monopoly in some of the provinces of Luzon. The first crop gathered under the monopoly amounted to 2,738,000 pounds. Production continued to increase under the monopoly and in 1869 it had reached 30,363,000 pounds in the provinces of Luzon and 2,535,000 pounds in the rest of the Archipelago. Certain irregularities in the administration of the monopoly led to uprisings in 1881 and the monopoly was terminated on December 31, 1882. For the next few years tobacco production was curtailed but soon regained its former position and continued to increase in importance, reaching its peak during 1920 when 250,000 acres were planted with a production of 143,063,000 pounds. Production declined during the next two years but has been increasing steadily since that time and in 1926 amounted to 100,206,000 pounds. About 40 per cent of the total crop is produced in the provinces of Isabela and Cagayan in Luzon. Other important producing areas are the provinces of Pangasinan, La Union, Cebu, and Ilocos Nort.

Exports of raw leaf and scrap tobacco during 1926 amounted to slightly over 33,069,000 pounds, valued at approximately 5,780,000 pesos,* of which 20,529,000 pounds valued at 3,338,000 pesos were shipped to Spain.

* One peso is equivalent to fifty cents in United States currency.

Cultivation

The only variety of tobacco grown in the Islands is known as Nicotiana tabacum.

The bulk of tobacco produced in the Philippines is grown on small plots of land owned or leased by natives. As the producers usually have little capital, the crop is financed by advances from brokers or buyers in the producing regions, and many of the growers are practically obligated to sell their output to these firms. Three of the Manila factories maintain their own buying organizations in the northern provinces, and their combined purchases constitute approximately one-half of the entire output of the Cagayan Valley. The largest of these (Spanish) also has extensive growing areas of its own. The balance of the crop is usually sold to Chinese and native dealers, or consigned to Manila Chinese for sale to the smaller local consumers or for export.

The seed beds are usually planted during October. Transplanting begins during the month of November and continues until December and the harvesting season is, according to the prevailing weather conditions during the growth, from April to July. Before the crop can be sold, however, it must be cured, fermented, and classified, which takes two or three months. Consequently, the growers have to wait from three to six months after the harvests begin before they receive the money for their tobacco.

Cigars

Prior to the American administration of the Philippines the bulk of the tobacco exported was in the form of raw leaf. Cigars and cigarettes have been produced for domestic consumption ever since tobacco was first grown in the Islands but it was not until the passage of the Payne-Aldrich tariff act in 1909, with its provision for the free entry into the United States of Philippine products, that the cigar industry began to develop on its present large commercial scale. According to the records of the Insular Bureau of Commerce and Industry there were, in 1925, 88 cigar factories and 25 cigarette factories in the Philippines, with an estimated capital investment of $10,000,000. This industry gave employment to over 18,000 persons during that year. In 1926 there were 95 cigar factories and 27 cigarette factories which produced a total of 363,313,319 cigars. Of this total 108,045,100 were consumed locally and 247,710,622 were exported, chiefly to the United States. No information is available as to the capital investment represented by the increase in the number of factories during the year 1926, nor the number of laborers employed therein.

Practically all of the work in cigar factories is done by hand, and to date no cigar machines have been introduced. According to press reports a representative of an American firm manufacturing cigar machines has recently been in Manila but it is not believed that any of the factories were induced to introduce cigar-making machines. Cigar makers receive, on an average, from 1 to 2 centavos apiece, but for special shapes the rate is much higher. The average cigar maker can produce from 100 to 150 cigars a day, although the more experienced workers exceed that figure. In most of the factories the leaf is stripped by hand. In a few cases, however, stripping machines have been introduced. Graders, strippers, packers, etc., receive from 0.76 peso to 2.76 pesos a day.

The highest grade of cigars produced have wrappers of Sumatra leaf. Florida and Georgia wrapper leaf is now used almost exclusively for cigars destined for the United States, while only a small percentage of Sumatra is used. Most of the cigars consumed in the Philippines are made entirely from native tobacco. One local factory reported that, including duty, it had paid the following prices for tobacco during 1927:

Philippine—60 centavos per kilo ($0.14 per pound).
Florida—8 pesos per kilo ($1.81 per pound).
Sumatra—40 pesos per kilo ($9.07 per pound).

With the exception of one, all Manila factories use a number of labels. Retail prices range from 2 pesos to 25 pesos for 100 cigars, with a small quantity being sold up to 50 pesos per hundred. Cigars and other tobacco products destined for the United States must have United States internal revenue stamps affixed to each box. It has been the practice, however, to return this revenue, which amounted to 1,044,491 pesos in 1926, to the Philippine Government.

The following table shows the production and exports of cigars in the Philippine Islands from 1906 to 1926 inclusive:

(To be continued.)

DEILLER MACHINE CO. INCORPORATES

The Deiller Tobacco Stripping and Booking Machine Company, of 132 Wickliffe Street, Newark, N. J., has been incorporated with a capital of $100,000 to manufacture tobacco-stripping and booking machines and kindred articles.

AUTOMATIC VENDING MACHINES GAINING

THE AUTOMATIC vending machine is gaining in favor with shopkeepers, and Anatol Josepho, inventor of the automatic photographing machine, which made him a millionaire over night, states that in ten years almost everything we buy will come in packages and will be purchased from a slot machine, and in twenty years the retail stores will have been supplanted by the automatic store without salespeople.

Just at the present moment this statement seems a little "far-fetched," but stranger things than that have happened in the last decade, and W. Lee Helmes, patent attorney, states that no less than five thousand applications for vending machine patents are being filed each year in Washington at the present time.

Vending machines are being used successfully in many lines at the present time, and it is quite possible that they will be adapted to embrace many more lines in the very near future.

HEADS JOBBERS' SERVICE CORPORATION

A. H. Buuck, former tobacco merchant of Fort Wayne, Ind., has been appointed manager of the cigar department of the Jobbers' Service Corporation, which is composed of twenty-two wholesale grocers in Michigan, northern Indiana and western Ohio.

Mr. Buuck is well fitted for this post, inasmuch as he has had wide experience in managing his own tobacco company, which he organized in 1908 under the name of A. H. Buuck & Company, but which was incorporated in 1910 under the name of the Wayne Tobacco Company.

Although the headquarters of the corporation is in Coldwater, Mich., Mr. Buuck will remain in Fort Wayne indefinitely.

A. T. CO. TO SPEND $20,000,000

It is reported that the American Tobacco Company expects to spend approximately $20,000,000 during 1928 for advertising and sales promotion work on its brands. This is $3,000,000 more than was appropriated for the year 1927, and the 1927 appropriation was about twice the amount spent for this work in 1926.

In 1927 the American Tobacco Company concentrated a large portion of their advertising efforts on their "Lucky Strike" brand of cigarettes, which resulted in a 46 per cent. increase in the sale of this brand over the year 1926.

TWO-THIRDS OF ENGLISH TOBACCO IMPORTS MADE INTO CIGARETTES

The *Rhodesian Herald* of November 18, 1927, contains a statement of the managing director of the Rhodesian Tobacco Export and Warehouse Company to the effect that of the 150,000,000 or 160,000,000 pounds of tobacco imported annually into Great Britain a little short of 100,000,000 pounds, or nearly two-thirds of the total imports, is sold in the form of cigarettes. But, continued the statement, less than 3 per cent. of Empire tobacco finds its way into the cigarettes manufactured in Great Britain; the bulk of it goes into pipe mixtures.

The Hussey Tobacco Company, of New York, has been dissolved as a New York State corporation.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

JOBBERS WANTED

SALESMEN CALLING ON CIGAR, DRUG AND DEPARTMENT STORES. Beautiful cigarette chests and humidors. Brand new. Sells on sight. Big Commissions. Act quick. Motto Guild, 5712 Armitage, Chicago, Ill.

SITUATION WANTED

SUPERINTENDENT—LONG SERVICE WITH BIG COMPANY who make successful cigars. Would like to hear from good company or firm. Practical cigarmaker. Hand work, suction or fresh-work machines. Address Box 511, "The Tobacco World."

GENERAL ALL AROUND EXPERIENCED FACTORY MAN desires position. Thoroughly experienced on all makes of automatic machinery. Address Box 512, "The Tobacco World."

WANTED TO BUY

JOB LOT CIGARS WANTED. ANY QUANTITY, ANY condition; wormy or dry. Send samples with lowest price and quantity and style of packing. J. B. Cigar Co., 35 South Third St., Philadelphia, Pa.

The Tobacco World

Established 1881

VOLUME 48 JANUARY 15, 1928 No. 2

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

NEDICK'S:—45,119. For all tobacco products. Nic. Althaus Company, New York, N. Y., December 3, 1927.

TRANSFERS

STARS OF CUBA:—7870 (U. S. Tobacco Journal). For cigars. Registered March 16, 1887, by Morris & Batt, New York, N. Y. Through mesne transfers acquired by Louis L. Gansl, New York, N. Y., and re-transferred to Samuel Tell, New York, N. Y., December 3, 1927.

IRISH MOLLY-O:—31,243 (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered March 1, 1906, by George A. Kent Co., Binghamton, N. Y., and transferred to Elizabeth O'Brien, Buffalo, N. Y., January 4, 1928.

MISS TAMPA:—19,260 (Tobacco Record). For cigars, cigarettes and tobacco. Registered May 20, 1898, by Witsch & Schmitt, New York, N. Y. Through mesne transfers acquired by Alfonso Fernandez, Tampa, Fla., and re-transferred to Nordacs Cigar Co., Tampa, Fla., March 5, 1927, Morris Scadron, proprietor.

CORRECTED PUBLICATION

SMUDGE:—26,080 (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered by Kenny Brothers, Oneida, N. Y. Transferred to John E. Bennett & Son, Oneida, N. Y., and re-transferred to William Ritter & Louis Ritter, Oneida, N. Y., May 6, 1927.

THE SETTLEMENT OF THE CIGARMAKERS' STRIKE IN GERMANY

The strike of the German cigarmakers was brought to a conclusion at the end of the first week in December, when employers and workers in the German cigar industry were invited to a conference at the German Ministry of Labor, according to a report received in the Tobacco Section of the Department of Commerce from American Trade Commissioner James T. Scott.

After protracted but uninterrupted negotiations, extending over a period of thirty-two hours, had taken place, an agreement was reached whereby the measures adopted by both parties were to be immediately withdrawn and work was to be resumed with the least possible delay.

The solution of this conflict was made possible by concessions by both parties. The present tariff agreement actually runs until April 1, 1926, but although the workers are to resume work on the previous scale of wages, they will receive an increase of 12 per cent. from March 1, 1928, onward.

For the districts of Hamburg and Bremen an increase of only 10 per cent. will be paid from March 1, 1928, on.

The holiday or vacation period will be extended from four to six days.

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES AND CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

LATAKIA, PERIQUE AND DEER TONGUE

Latakia is used in Egypt and in England for blending with pipe tobaccos, according to a report received in the Tobacco Section of the Department of Commerce from American Trade Commissioner B. D. Hill. It is estimated that about 5 per cent. is used to give the proper flavor to pipe tobaccos. Latakia derives its name from a seaport town in Syria about seventy-five miles north of Tripoli. It is grown in the hills of Nosairiyeh in small plots by natives, and much care is devoted to its culture, but the best and most fragrant variety is said to come from the districts of Diryas and Amamareh. Latakia is also grown in Cyprus, but the Cyprus product is considered by most manufacturers to be inferior to the native product.

Perique, a product of St. James Parish in Louisiana, like Latakia, is used sparingly, as a blend. Some British manufacturers state that they have heard of Perique but have never used it. One prominent firm, Noakes, Carden & Company, says that it sells about as much as the average dealer, or about half a barrel per year. According to the best information available, the British market represents not more than 2000 pounds annually. At the Liverpool bonded warehouse about ten barrels are stored, and there are about one dozen at the London docks. The name and address of the largest Perique dealer in England will be supplied upon request to members of the Exporters' Index.

Owing to a law which prohibits the adulteration of tobacco in the British Isles, there is no market for Deer Tongue.

MORE CIGAR STORES TAKE ON GROCERIES

Cigar stores in Schenectady are the latest to take on a line of canned groceries and package coffee and sugar in an effort to show the Atlantic & Pacific Tea Company the error of their ways in selling popular brands of cigarettes at $1.19 a carton, or two packs for a quarter.

CONSOLIDATED HEARING IS HELD

The Federal Trade Commission on January 9th held a session in Washington, D. C., for the purpose of a hearing in the matter of the Consolidated Cigar Corporation, when counsel for the corporation moved to have the Commission's complaint dismissed.

BUYERS' GUIDE

CIGAR BOXES

NIC. ALTHAUS CO
MANUFACTURERS OF HIGH GRADE CIGAR BOXES
CEDAR, SAW AND PLEATING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
TEL. ASHLAND 6242 ESTABLISHED 1875.
657-641 EAST 17TH ST. NEW YORK.

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE JARSO MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

CIGAR BOXES
Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars
The WOODEN package is the retainer of AROMA from Factory to Consumer
The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.
The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

Colorgraphic
LABELS-BANDS-ADVERTISING
WINDOW TRANSPARENCIES
Quality Service
AMERICAN LITHOGRAPHIC COMPANY
NINETEENTH STREET & FOURTH AVENUE—NEW YORK
88 E. WASHINGTON ST. CHICAGO
FIRST NATIONAL BANK BLDG. TAMPA
620 POYDRAS ST NEW ORLEANS
163 173 MAIN ST. SAN FRANCISCO

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Gives counts and prices on over 8,000 different lines of business. No matter what your business, in this book your prospective customers listed.
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Write for Your FREE Copy
R. L. POLK & CO.,
Detroit, Mich.
Largest City Directory Publishers in the World—Mailing List Compilers—Business Statistics—Producers of Direct Mail Advertising

The Standards of America
Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

MANILA CIGAR DIRECTORY

For further information apply

MANILA AD AGENCY (C. A. BOND, Mgr.) 15 WILLIAM STREET, NEW YORK

LA GERMINAL
Factory No. A-4-1.
Brands
GERMINAL LOS ANGELES
Agent, WOOLLEY & CO., INC.
1113 Third Ave., Seattle

LA FLOR DE ISABELA
Factory No. A-4-2
Brands
ISABELA NEVANDA
Western Territory, J. B. HAVRE & CO.
200 Bush Street, San Francisco

LA FLOR DE ISABELA
Factory No. A-4-2
Brand
ISABELA
Eastern Territory, CA. GRAL DE TABACOS DE FILIPINAS
80 Wall Street, New York

LA INSULAR
Factory No. A-4-3
Brand
LA INSULAR
Agent, A. M. MacLEOD
163 Second Street, San Francisco

LA ALHAMBRA
Factory No. A-4-5
Brand
ALHAMBRA
Agent, H. L. JUDELL & CO.
334 Sacramento Street, San Francisco

LA PAZ Y BUEN VIAJE
Factory No. A-4-6
Brands
BOLANO C. G. PAQUITA
Agent, LYON, COWDREY & WILSON
17 Battery Place, New York

EL ORIENTE
Factory No. A-4-7
Brand
FIGHTING BOB
Western Agent, H. L. JUDELL & CO.
334 Sacramento Street, San Francisco

EL ORIENTE
Factory No. A-4-7
Brands
FIGHTING BOB
CLAY MONTAGUE
Eastern Agent, LYON, COWDREY & WILSON
17 Battery Place, New York

LA MARIA CRISTINA
Factory No. A-4-20
Brands
MARIA CRISTINA AMIRALA
LA CALIDAD LA MEROLA
MANILA PLANTERS
Agent, HENRY W. PEABODY & CO.
17 State Street, New York
64 Pine Street, San Francisco

LA MINERVA
Factory No. A-4-42
Brands
LA MINERVA LA ATHENA
REPUTACION FIDELIS
WATT & CO. FLOR DE CAWAYAN
Agent, E. M. ELAM
304 Santa Marina Building, San Francisco

LA PRUEBA
Factory No. A-4-87
Brand
LA PRUEBA
Western Agent, HENRY W. PEABODY & CO.
64 Pine Street, San Francisco

LA PRUEBA
Factory No. A-4-87
Brands
LA PRUEBA FOREMOST
LA CORREGIDORA ATTONA
Eastern Agent, HORACE R. KELLY & CO., INC.
229 Fulton Street, New York

LA INSULAR
Factory No. A-4-3
Brand
PONGEE
Agent, M. F. D. SCANLAN
Wayne, Pa.

LA FLOR DE INTAL
Factory No. A-4-193
Brands
MAGALLANES PUNTACIMA
LA FLOR DE INTAL
Eastern Agent, SIDNEY J. FREEMAN & SONS
73 Warren Street, New York

LA FLOR DE INTAL
Factory No. A-4-193
Brand
LA FLOR DE INTAL
Western Agent, HENRY W. PEABODY & CO.
64 Pine Street, San Francisco

KATUBUSAN
Factory No. A-4-297
Brand
KATUBUSAN
501 Claval, Manila, P. I.

LA YEBANA
Factory No. A-4-331
Brands
LA YEBANA
Agent, A. M. MacLEOD
163 Second Street, San Francisco

LA YEBANA
Factory No. A-4-331
Brands
CRANES IMPORTED
MANILA BLUNTS
MANILA STUBS
Agent, HOUSE OF CRANE
Indianapolis, Indiana

LA EMPERATRIZ
Factory No. A-4-395
Brands
LA EMPERATRIZ
FLOR DE LUZON
Agent, EDWARD JEUTHER
Successor, H. OTTENBERG
146 Front Street, New York

LA CONCHITA
Factory No. A-4-451
Brand
LA CONCHITA
931 Juan Luna, Manila, P. I.

LA LUNETA
Factory No. A-4-484
Brands
VAMP COLON LA FRANCES
LA LUNETA MARCELLA
Owners, PHILIPPINE TOBACCO CO.
253 Broadway, New York

PERLA DE FILIPINAS
Factory No. A-4-516
Brands
KELLY'S IMPORTED H. R. K.
MANILA DE LUXE LA MESA
IMPORTED GEORGE IV
LA PERLA DE FILIPINAS
NON PLUS ULTRA
Agent, HORACE R. KELLY & CO., INC.
229 Fulton Street, New York

LA TRINIDAD
Factory No. A-4-618
Brands
ENTONA EL PRESO
Agent, COHN BROS. CIGAR CO.
325 W. Madison Street, Chicago

MERITAS
Factory No. A-4-647
Brand
MERITAS
Agent, MERITAS COMMERCIAL CO.
11 Water Street, New York
874 Walnut Street, Alameda, Calif.

HELENA
Factory No. A-4-649
Brands
REYNALDO AMORIFE
KNOWLEDGE
Owners, S. FRIEDER & SONS CO.
S. E. Cor. Third & Main Streets, Cincinnati
413 E. 34th Street, New York

LA COMMERCIAL
Factory No. A-4-671
Brand
LA COMMERCIAL
Malabon, Rizal, P. I.

MANILA CIGARS ARE HAND MADE, LONG FILLED

Philippine Tobacco is Mild and Burns Perfectly

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FEBRUARY 1, 1928

VOLUME 48 No. 3

THE TOBACCO WORLD

JUST AS GOOD, AT ANY TIME

The true test of a good cigar is in its All-Day satisfaction. Give a man a cigar that he can smoke after his meals, at his work or during leisure hours without its imparting a sense of heaviness or slight dizziness, and you have a perfectly satisfied consumer.

Mildness is your answer. This fact has been established by manufacturers who have achieved a remarkable success with the use of Porto Rican tobacco, either entirely or as part of the blend, for their cigars.

Through modern methods of harvesting, Porto Rico produces leaf of unquestioned quality. Free-burning, from a soil lacking chlorines, aromatic yet with a definite character, and mild to satisfaction, this duty-free tobacco solves your problem by permitting you to meet the prevalent public taste for a good mild cigar at a moderate price.

The Government of Porto Rico, as a protection for all buyers of its genuine native tobacco, requires that a Guarantee Stamp be affixed to all tobacco or tobacco products originating in Porto Rico. Look for these stamps in all your purchases.

Write for booklet containing full information on Porto Rican tobacco. Address your requests to

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
1457 Broadway M. T. SALDAÑA, Agent New York, N. Y.
Telephone: Wisconsin 4459

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

HOW TO PACK CIGARS TO HELP THEIR SALE

THE size, shape and color of cigars are features that play an important part in their sale.

There is no better way to attract smokers who are particular about these points than to keep your cigars fully in view, for approval and comparison.

Let the customer see the sales points of your brands (size, shape and color) at a glance . . by packing your cigars in WOODEN BOXES.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

Volume 48 — Number 3

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, FEBRUARY 1, 1928 — Foreign $3.50

NEW SCHULTE CHAIN STORES ORGANIZED

PLANS recently announced for the formation of a chain of 1000 retail stores to sell merchandise ranging in price from five cents to one dollar are progressing slowly, and the organization has been completed.

Officers are announced as: David A. Schulte, president; William T. Posey, vice-president of the United Cigar Stores Company, chairman of the board of directors; Jesse S. Harte, associate of Mr. Schulte, treasurer and vice-president. Jesse S. Harte, Charles C. Nichols, Jr., vice-presidents of the Schulte Stores Company; Kenneth Barnaby, vice-president of the Schulte Stores Company; Sidney S. Whelan, a member of the United Cigar Stores Company, and William Baeder, vice-president of the United Cigar Stores Company, are members of the Board of Directors.

The following information is contained in an announcement made by the newly-formed company:

"A number of larger cities have already been selected, and among other cities are Atlanta, Ga.; Aurora, Ill.; Battle Creek, Mich.; Bethlehem, Pa.; Butte, Mont.; Charlotte, N. C.; Clarksburg, W. Va.; Columbia, S. C.; Council Bluffs, Ia.; Dallas, Tex.; Decatur, Ill.; Elizabeth, N. J.; Elmira, N. Y.; Evanston, Ill.; Fall River, Mass.; Galveston, Tex.; Grand Rapids, Mich.; Harrisburg, Pa.; Houston, Tex.; Kalamazoo, Mich.; Kansas City, Mo.; Knoxville, Tenn.; Kokomo, Ind.; Lawrence, Mass.; Lincoln, Neb.; Louisville, Ky.; Manchester, N. H.; Mobile, Ala.; Nashville, Tenn.; New Haven, Conn.; New Rochelle, N. Y.; Oakland, Cal.; Peoria, Ill.; Phoenix, Ariz.; Pittsfield, Mass.; Pueblo, Col.; Racine, Wis.; Reading, Pa.; Richmond, Va.; Schenectady, N. Y.; Spokane, Wash.; Springfield, O.; Syracuse, N. Y.; Terre Haute, Ind.; Topeka, Kan.; Troy, N. Y.; Tulsa, Okla.; Wichita, Kan.; Wilkes-Barre, Pa., and Worcester, Mass.

"Already a number of locations have been selected by the joint real estate experts of both corporations.

"This new field of widening chain store activity has created a new market for the services of the highest type executive in the chain store field, and the new organization will be manned at the top by such executives.

"J. Harte will be in executive charge of the offices at No. 511 Fifth Avenue. The work of interviewing executives and local store managers is already going on. The local store managers will be chosen from local communities on a basis of their close knowledge of local conditions, as well as their merchandising experience in the field. By so apportioning its work, the new organizaation will profit by being in closest possible contact with local conditions."

A certificate of incorporation has been filed with the Secretary of State, at Dover, Del., by the Corporation Trust Company, of New York, for the Schulte-United 5c to $1 Stores, Incorporated, with capitalization of $15,000,000 preferred and 800,000 shares no par common stock.

SALDANA APPOINTMENT MADE PERMANENT

THE appointment of M. T. Saldana as temporary agent for the Porto Rican Government Tobacco Guarantee Agency has been made permanent by Governor Horace M. Towner, of Porto Rico, and Celestino R. Perez, who recently arrived in New York from Porto Rico has been appointed assistant to Mr. Saldana.

Mr. Saldana has been in active charge of the Porto Rican Agency for several months, due to the illness of the previous agent, and has handled the affairs of the agency in a very creditable manner.

Mr. Perez, who will assist Mr. Saldana in the management of the agency, is a native of Comerio, the heart of the Porto Rican tobacco growing district and has an abundance of practical knowledge in the production of the Porto Rican leaf. He is a graduate of the Liberal Arts College, of Boston University and also has an excellent command of the English language.

REYNOLDS EARNS $7.27 A SHARE

Net income of the R. J. Reynolds Tobacco Company for the year ending December 31, 1927, was $29,080,664, after interest, depreciation and Federal taxes, an increase of $2,831,261 over the net income for the previous year.

This net income is equivalent to $7.27 a share on the $25 par value common and class B common, of which there are 4,000,000 shares outstanding. Earnings for the previous year, however, were equivalent to $8.20 a share on the 3,200,000 shares outstanding at that time.

J. L. Graham, a former director of the R. J. Reynolds Tobacco Company, has resigned from the board.

7.27 $29.08

DEMUTH & COMPANY APPOINTS AYER

William DeMuth & Company, pipe manufacturers of New York City, have appointed the N. W. Ayer & Son advertising agency to direct their advertising for the year 1928.

KEOGH JOINS "PRINCE DE GALES"

VAL KEOGH, veteran cigar salesman, who recently resigned from the "Optimo" staff, has joined the sales forces of the American Cigar Company, and will in the future devote his efforts to their well-known brand, "Prince de Gales."

The "Prince de Gales" brand will also be manufactured in the future as a Havana filled shade-wrapped cigar, instead of a clear Havana brand as formerly.

D. Quintans, who has been in charge of the manufacturing of several of the American Cigar Company's brands for some time, will also look after the manufacture of the "Prince de Gales" in the future in their Key West and Tampa factories.

O. C. Schneider is the sales manager in charge of the "Prince de Gales" brand, and Mr. Keogh, will work his old territory comprising Kentucky, Indiana, Ohio, Michigan and western New York State under his direction.

BENSON & HEDGES CONTROL PASSES INTO NEW HANDS

Control of Benson & Hedges, manufacturers of high-grade cigarettes, cigars and smokers' articles, formerly held by British interests, has been purchased by a banking syndicate composed of The Murray Hill Trust Company, of 279 Madison Avenue, and Hitt-Farwell & Company, of 160 Broadway, both of New York City.

Rodney Hitt, of Hitt-Farwell & Company, and Oliver W. Birchhead, president of The Murray Hill Trust Company, have been elected to the Board of Directors, and recapitalization is being arranged.

It is expected that a public offering of 18,000 shares of convertible preferred stock and 42,000 shares of common stock will soon be made.

It is not thought probable that the new financing will affect the policy of Benson & Hedges in any way, and that business will continue as usual, although there may be some changes in the executive staff.

LIGGETT & MYERS EXTRA

Board of Directors of the Liggett & Myers Tobacco Company has declared an extra dividend of $1 a share on the common and the common B stock of the company in addition to regular quarterly dividends of $1. Both dividends payable March 1st to stockholders of record February 15th.

The quarterly dividend of $1 places both issues of stock on a $4 annual basis, instead of $3 which was formerly paid.

BURLEY CO-OP. MEMBERS RECEIVE $22,000,000 FOR 1925 CROP

Growers of burley tobacco who sold their 1925 crop through the Burley Tobacco Growers' Co-operative Association, were mailed checks totaling approximately $4,500,000 last week, bringing the average received for the crop to $16.86 a hundred pounds.

Previous payments amounted to $18,361,395.44, and this together with the sum mailed last week brings the total received by the growers for the crop to $22,861,395.44. The association handled 135,590,170 pounds of the 1925 crop.

THE CUBAN PARCEL POST BILL

The Cigar Business Again Facing Competition of Cuban Cigars From Manufacturer Direct to Consumer by Parcel Post; Active Co-operation Needed to Defeat This Serious Menace

THE TOBACCO MERCHANTS' ASSOCIATION has issued the following bulletin to the trade urging their support in fighting the passage of the Cuban Parcel Post Bill:

The Cuban Parcel Post measure, removing the restriction against importing cigars in not less than 3000 at a time, and making it possible for Cuban cigar manufacturers to transport, by parcel post, single boxes of cigars direct to the American consumer, has again made its appearance in Congress.

This time the bill was introduced by Congressman Henry W. Watson, of Pennsylvania, and is known as H. R. 9195.

It is hardly necessary to recall the previous unsuccessful efforts of the parcel post advocates to secure the passage of such law. In spite of the continued agitation and propaganda for the enactment of such measure, there is every reason to hope that it will again fail, if the cigar trade would only get busy and send protests against the passage of this bill to members of the Ways and Means Committee, as well as to other Congressmen.

We urgently suggest, therefore, that letters or telegrams protesting against this measure be immediately sent to:

The Honorable William R. Green, Chairman of the Ways and Means Committee;

The Honorable John N. Garner, Minority Leader of the Ways and Means Committee;

The Honorable Henry T. Rainey, who has always taken a leading part in opposing this unjust measure, and

To other members of the Ways and Means Committee, or to members of the House of Representatives who are not on the Ways and Means Committee, but who may represent the district or the State of the writer.

In writing to Representatives in Congress who are not members of the Ways and Means Committee, we respectfully suggest that they should be asked not only to vote against this measure, *but to oppose it in the first instance before the Ways and Means Committee.*

TOBACCO MERCHANTS' ASSOCIATION OF THE UNITED STATES.

List of Members of Committee on Ways and Means

William R. Green, of Iowa, Chairman;
Willis C. Hawley, of Oregon;
Allen T. Treadway, of Massachusetts;
Isaac Bacharach, of New Jersey;
Lindley H. Hadley, of Washington;
Charles B. Timberlake, of Colorado;
Henry W. Watson, of Pennsylvania;
James C. McLaughlin, of Michigan;
Charles C. Kearns, of Ohio;
Carl R. Chindblom, of Illinois;
Frank Crowther, of New York;
Charles L. Faust, of Missouri;
Richard S. Aldrich, of Rhode Island;
Thaddeus C. Sweet, of New York;

(*Continued on Page 15*)

Blends Better Than Human Hands !

THE MODEL T UNIVERSAL

Long Filler Bunch Machine

(Blending Type)

For High Grade Work

IT'S a remarkable machine, almost human," exclaimed a prominent cigar manufacturer when he saw the speed, accuracy and efficiency of the Model T Universal in blending and bunching perfect "good-conditioned," long filler cigars.

The Model T Machine not only blends and bunches two types of fillers but bunches one type of filler as well, with equal speed, efficiency and savings in production costs.

Blending of fillers on this machine is done entirely by mechanical means *on the "laying-up," hand-work principle.* This eliminates all chance of human errors and assures a much more even blend than is possible by hand or bin-mixing.

The Model T Universal is strong and durable in construction. It is simple to operate and handle; it does not easily get out of order; and the *services of an expert mechanic are not required* to keep it working.

Is there any wonder that manufacturers are amazed and enthusiastic over the savings it effects in the manufacture of long filler cigars?

Let us prove to you its profit-making possibilities in your factory under your own supervision.

Universal Tobacco Machine Co.
40 EAST 34th Street, New York, N. Y.
Factory: NEWARK, N. J.

10 Features of Advantage of the Model T Universal

1. Produces well-conditioned spongy, free-smoking bunches — the equal of hand work in every respect.
2. Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way that this is done by hand, in hand work; a few sprigs of fillers being added intermittently until the bunch is built up to the proper size and condition.
3. Fillers are blended by this machine in any proportions desired—or one type of filler only may be worked on the machine.
4. Any size or shape of bunch, and both right and left hand bunches can be made on the same machine with slight mechanical changes.
5. With two operators, it produces 450 to 500 uniform, spongy, free-smoking, blended or non-blended bunches an hour.
6. Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.
7. Adapted for use in conjunction with automatic rolling machines.
8. Quickly and accurately adjusted to different sizes and conditions of fillers.
9. Assures uniformity of bunches at all times in both size and weight.
10. Sturdy and simple in construction; easy to operate and handle; requires no expert mechanical attention.

Write for illustrated folder and further information.

PRICE
$1750

Complete, ready to run with individual motor, drive equipment and two chairs, as shown above. F. O. B. Newark, N. J., U. S. A.

Convenient time payment terms.

PHILADELPHIA.

UNION CIGAR COMPANY BUYS EISENLOHR

THE controlling interest in the firm of Otto Eisenlohr & Brothers, Incorporated, manufacturers of the nationally-known "Cinco" brand has been sold by Cullman Brothers, leaf tobacco brokers of New York City, to the recently organized Union Cigar Company, which is affiliated with the Union Tobacco Company, which, in turn, is composed of members of the United Cigar Stores Company.

The Eisenlohr Company also controls the Webster Cigar Company, of Detroit, manufacturers of the "Webster" cigar.

The Union Cigar Company announces that it will begin operations with an estimated production in factories now under its control of more than three hundred million cigars annually.

"THREE CASTLES" GOING STRONG

Tom Allely, district sales manager of the Union Tobacco Company, reports that last week, in one day, he sold such a larger number of their new cork-tipped "Three Castles" (the mystery cigarette) that he was forced to instruct his men to turn their efforts to another brand for a time in order to allow their factory to "catch up" to him.

The "Three Castles" brand of cigarettes has been on the market in Philadelphia only about one month.

TERMINAL CIGAR STORE IN DIFFICULTIES

An involuntary petition in bankruptcy has been filed before Judge Dickinson here, by Sarah Friedman, trading as the Terminal Cigar Store, at Twelfth and Filbert Streets. Creditors are listed as Benjamin S. Gurk, $800; Joseph Jurman, $375, and M. Podolnick, $34.

FINKELMAN CIGAR STORE MOVED

Finkelman Brothers, who operated a cigar store at the Southeast corner of Fifth and Market Streets, have closed their store there and the stock has been moved into their radio and sporting goods store at the Southwest corner of Fifth and Market Streets, where a cigar department has been opened.

JOHN WAGNER & SONS HAD GOOD YEAR

JOHN WAGNER & SONS, distributors of imported and fine domestic cigars, of 233 Dock Street, report the year 1927 the best in the history of their business, when business each month of the year consistently showed a fine increase over the same month of the year previous.

The leading brands of Wagner & Sons are "Corona" in the imported, and "Don Sebastian" in the domestic brands. The "Don Sebastian" is carried in stock in thirty-two sizes and is very popular in the first-class hotels and clubs.

Irvin Studwell, of the Upmann factory, was a visitor here last week.

FRED GRIFFIN ELECTED VICE-PRESIDENT OF CULLMAN BROTHERS

Fred B. Griffin, well-known leaf tobacco grower and dealer, of Hartford, Conn., has been elected vice-president of Cullman Brothers, Incorporated, leaf tobacco dealers, of New York City, and will direct that company's interests in his home state in the future.

Mr. Griffin has been identified with the leaf tobacco industry for more than thirty years, and there is not much to be known about leaf tobacco from the growing until it gets in the hands of the manufacturer that he doesn't know.

During the time of Mr. Griffin's business career he has been a vice-president of the American Sumatra Tobacco Company, and also general manager of the Connecticut Valley Tobacco Growers' Association so that his many friends in the trade feel that Cullman Brothers, Incorporated, have made no mistake in making him a vice-president of their company.

ANDRUSS IN MIDDLE WEST

Willis Andruss, sales manager for the Congress Cigar Company, has been spending the past two weeks in the Middle West visiting the distributors of "La Palina" and is now working his way toward the Pacific Coast, and expects to be in Seattle in a short time.

I'll back P.A. against them all

I SAW P.A. come into the picture some nineteen years ago. I saw it nose out the leading brands of the day. With steady gait, it showed a clean pair of heels to the field. I know and you know that it has maintained its lead ever since. And you and I know *why!*

The minute you open the tidy red tin and let that fragrance fill the air, you're ready to cheer for P.A. Then you load up and light up. . . . Cool as a judge deciding the winner. Sweet as a blue ribbon for your favorite. Mild and mellow and long-burning.

No wonder more P.A. is smoked than any other brand. No wonder Prince Albert counts its friends by the million. If you don't know all this by personal experience, it's high time you found out. Get going today with good old P.A. That's *my* tip, Gentlemen.

More for your money in every way — TWO full ounces in every tin.

PRINCE ALBERT

—no other tobacco is like it!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

CONNECTICUT ASSOCIATION REPORTS PROGRESS

THE complete settlement of all outstanding bank loans, totalling $2,055,000 and advances of $3,059,700 to members, are two of the notable accomplishments of the Connecticut Valley Tobacco Association since February 1, 1927, when it was agreed that the affairs of the association should be liquidated, it is disclosed by a report of the officers to the directors, released for publication Wednesday afternoon.

"It is expected the next advance to members will be a final one on the 1925 Broadleaf crop and it is hoped sufficient funds will have been accumulated to take care of this some time in March," says the report. "Upon final settlement of this crop, there will remain the 1923 and 1924 Havana seed and Broadleaf crops and the 1925 Prime exclusive of miscellaneous tobacco in which only a few members are involved. In settling for the 1923 and 1924 Havana seed and Broadleaf, both years will be combined as to type, but separate statements will be rendered for each crop.

The inventory of unsold tobacco has been reduced over a period of eleven months from February 1, 1927, to January 1, 1928, from 41,182 cases to 9,431 cases, reflecting sales of 31,751 cases, it is recited in the report.

The loans outstanding February 1, 1927 were $2,055,000 compared with $50,000 January 1, 1928 or a reduction therein of $2,005,000," the report says. "The $50,000 loan has since been paid, leaving the association clear of all bank indebtedness at the present time. These constant reductions in loans reduced the interest expense relatively and for the first time in five years there are no further obligations in this connection.

The liquidation of the bank loans eliminates the necessity of a trustee bank, consequently all warehouse receipts have been released and the trustee fees discontinued. All warehouse receipts covering the tobacco are now held at headquarters and will be returned to the respective warehouses as the tobacco is ordered moved."

Other reductions noted in the report are:

The operating expenses for the month of February, 1927, were $62,010.07 for August $22, 934.88 and for the month of December $13,425.57.

The total operating expense for the month of December shows a decrease of $48,584.50 compared with the month of February and $9,509.31 compared with August.

A comparative statement as to the number of employees and the amount of payroll for the last week in each of the months under review is as follows: February 26, 1927, thirty-seven employees, payroll, $1,132; August 27, twenty-seven employees, payroll $792.50; December 21, twenty-two employees, payroll $622.00.

Since this date the staff has been reduced by three employees and further reductions will be made as the work will allow.

The rent of the headquarters building has been reduced to one-half, or $500 per month, less $50 received from the Hall Co. for space occupied. There is a possibility of making further arrangements whereby in the future the rent will be further reduced. Other items of expense under general overhead have and are being reduced wherever possible.

The selling expense has been reduced from $4,066.86 in February to $2,238.40 in December, or a decrease of $1,823.46.

The insurance expense on tobacco in storage has been reduced from $3,206.53 in February to $639.80 in December and is accounted for by these movements which enabled the contracting of the remaining tobacco to large sprinkler risks with a low rate of insurance. This concentrating and shipping to customers made it possible to vacate numerous warehouses and reduce rents to a minimum.

LANCASTER GROWERS WARNED

THE GENERAL CIGAR COMPANY and Bayuk Cigars, Incorporated, large buyers of crops of Lancaster leaf, have published announcements in Lancaster newspapers notifying growers from whom they have purchased whole crops, that their entire crop must be delivered to the respective buyers intact, and that growers selling the fillers off will be subject to prosecution. This announcement was published following reports that some of the growers had been tempted by the prevailing high prices being paid for fillers to sell off a part of their crop in violation of their contract.

COLWELL HAS SHORT FILLER BUNCH MACHINE

The Colwell Cigar Machine Corporation, of 25 Congress Avenue, Providence, R. I., announce that they have perfected a short filler bunch machine after experimenting for more than three years, which will make cigar bunches now equal in every way to hand bunches, and at a much lower cost of production.

This machine will make either shape or straight work of any size at a speed of six hundred bunches an hour, and the bunches are uniform in size, shape and weight.

This short filler bunch machine is being sold on the automobile sales plan, that is, by making a liberal allowance on your old bunch machine upon the purchase price of this new, up-to-date machine.

The machine is light in weight, but sturdily constructed so that replacement parts are held down to a minimum of cost. Also, the machine can be changed from one size to another in ten minutes by a simple adjustment of the machine and without the changing of any parts.

H. L. Bush is the sales representative of the Colwell Cigar Machine Corporation, and has arranged with many cigar manufacturers for free demonstrations of this new short filler bunch machine.

TAMPA EXHIBIT AT FAIR

The Tampa cigar factories will again exhibit their wares at the South Florida Fair and all indications point to a large attendance which will be of great benefit to the Tampa cigar industry, since visitors to this annual exhibit come from practically every State in the Union. Last year the South Florida Fair was fifth in attendance in the United States, and attendance this year should be equally as high.

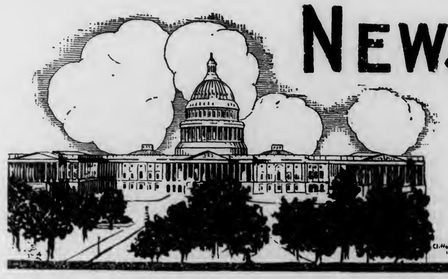
C. A. RUBEY ELECTED PRESIDENT OF SOUTH CHICAGO CHAMBER OF COMMERCE

Charles A. Rubey, president of the P. J. Rubey Company, cigar distributors of Chicago, has recently been elected president of the South Chicago Chamber of Commerce.

PIEDMONT, Va
1 L 5 4 5-6 7 5 yn

Five products of outstanding merit—
Five products sold in every nook and corner of this country—
Five leading brands manufactured by Liggett & Myers Tobacco Co.

CHESTERFIELD · FATIMA · GRANGER · PIEDMONT · VELVET



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

CONSIDERABLE opposition seems to have developed against the bill to permit the entry into the United States of cigars in quantities less than 3,000 per shipment, the minimum now provided by law. Discussed in the Ways and Means Committee, difficulties attending the movement of this legislation through Congress were considered and with a view to determining the weight of the opposition it was decided that each of the Republican members of the Committee "sound" out the other congressmen from their respective States.

Labor seems to have taken a stand against the legislation and their contentions will be supported by many members of the House. Representatives from the tobacco-producing and cigar-manufacturing States have renewed their objections. Agriculturists, too, resent the measure as threatening a branch of their industry.

President Coolidge, Postmaster General New and other officials of the Postal service, and export and mail order corporations and organizations want the legislation enacted into law since upon it seems to depend the continuance of our parcel post treaty with Cuba. That country has demanded access to the "box order" cigar trade of the United States in return for the privileges accorded our exporters in the parcel post mails of the Island. It is said that the Democrats on the Committee are opposed to the legislation for more or less political reasons.

Copyright Registration Proposed

Copyright registration of designs is provided for in a bill introduced in the House of Representatives January 16 by Congressman Vestal of Indiana. This legislation has been before Congress in previous sessions and lengthy hearings have been held on the subject, which is one of great importance to industry. Mr. Vestal has strenuously pushed the measure in previous sessions and will probably seek a hearing before the Patents Committee in the near future.

According to the Vetal bill, a design is a pattern, shape, or form of a manufactured product, or dies, molds, or devices by which such a pattern, shape, or form may be produced, original in its application to or embodiment in such manufactured product and which produces an artistic or ornamental effect or decoration. Designs subject to copyright protection, however, do not include shapes or forms which have merely a functional or mechanical purpose. Protection is to be afforded initially for a period of two years, before the expiration of which time an application for renewal may be filed, such renewal to be for a term of 18 years, making a total of 20 years during which designs will be protected. Adequate penalties are provided for infringement.

The bill is to go into effect July 1, 1928, if passed, and will be known as the Design Copyright Act of 1928.

Repeal of Bankruptcy Act Proposed

Repeal of the national bankruptcy act as a means for saving nearly $1,000,000,000 a year to the public is sought by Representative Blanton of Texas in a bill he has just introduced in the House of Representatives.

Records of the Department of Justice, Mr. Blanton declared in his bill, disclose that during the last fiscal year there were 48,758 bankruptcies freeing such debtors of just obligations aggregating $885,557,006, which was an increase of $80,000,000 over the preceding fiscal year, and an increase of $500,000,000 over the figures of ten years ago. Many of the bankrupts, he continued, have been guilty of fraud and have successively freed themselves of their debts periodically in numerous courts during the past twenty-five years, many of such bankruptcies being due to extravagance, riotous living, gambling, and premeditated design, he charges. The annual loss of more than $800,000,000 is passed on to the consumers by being added by the wholesalers and jobbers to the selling price of all commodities, it is asserted, and the loss falls heavily upon the farmers of the United States who buy such commodities.

Tobacco Revenue Increases

The Federal Government received $387,427,880 from taxes on tobacco in 1927, against $371,677,583 in the preceding year, an increase of $15,750,297, according to figures just compiled by the Bureau of Internal Revenue.

The greater part of this total was derived from the tax on cigarettes, the revenue from which amounted to $291,620,773. Collections from manufactured tobacco and snuff were next in importance with a total of $70,940,673, followed by taxes on cigars which amounted to $23,644,339. A total of $1,222,093 was received from taxes on cigarette papers, tubes, etc.

More than 50 per cent of the total tobacco taxes were collected from the State of North Carolina alone, where the cigarette manufacturers paid $174,862,268 and manufacturers of tobacco and snuff $21,910,911. The total tax collections from the State for 1927 were $197,107,302, against $180,069,360 in 1926. Virginia was the second State in importance, tax collections in

(Continued on Page 16)

ANTONIO CORTIS

Noted Tenor of Chicago Civic Opera writes:

"To give my best to my public, I must keep my voice in perfect condition, allowing nothing to irritate it. So without the slightest worry, I smoke Lucky Strikes. Also I think they have a superior flavor."

Antonio Cortis

LUCKY STRIKE CIGARETTE

"It's toasted"

No Throat Irritation-No Cough.

J. J. HEAD MADE PRESIDENT OF BENSON & HEDGES

FOLLOWING the announcement that the control of Benson & Hedges had passed into the hands of two New York banking houses, it is also announced that James J. Head has been selected by the board of directors as president of the firm, to succeed Alfred P. Hedges, former president, who is returning to England to take charge of the English establishment of Benson & Hedges in London.

Mr. Head has been connected with the firm for more than thirteen years, and prior to that time he was connected with the P. Lorillard Company, and also with the American Tobacco Company.

A program of expansion is planned for the near future, but no further changes in the personnel of the organization are contemplated. The same business policy will be pursued as formerly.

YAHN & McDONNELL HAS NEW CIGAR-ETTE

Yahn & McDonnell are showing the new Cigar-ette, the product of E. A. Kline & Company, manufacturer of the "Medalist" brand of cigars, in their retail stands, and they are having a favorable reception among the smokers.

The new "Medalist Cigar-ette" is an all-tobacco cigarette which contains the same mild blend of three of the world's finest and most expensive tobaccos, as is contained in the "Medalist" cigar.

They are packed in an attractive tin package, and retail at twenty-five cents for ten "Cigar-ettes," and the wholesale price allows the retailer the same profit that he makes on his cigar sales.

"OPTIMO" PRICES SLASHED

The United and Schulte chain stores last week established new cut prices on several sizes of the "Optimo" cigar, selling the fifteen-cent sizes at four for fifty cents, and six dollars for a box of fifty. The three-for-a-quarter size are now sold at five for forty cents, and four dollars for a box of fifty. The two-for-a-quarter size is sold at five for fifty cents, and four dollars ninety-five cents for a box of fifty.

Some independent cut-price stores are selling the "Santaella," a five-cent cigar, at six for a quarter.

AMERICAN STORES TO DISCONTINUE CIGARETTES

The American Stores Company, which has been selling the popular priced brands of cigarettes, following the lead of the Atlantic and Pacific Tea Company, established a price of $1.25 for a carton, instead of $1.19, the price established by their competitor.

The manager of a local American Store told a representative of The Tobacco World that he understood that as soon as the stock now on hand in their warehouse was exhausted that they would discontinue their cigarette business.

In spite of their reputation as price cutters in the grocery field, they are apparently satisfied there is no profit in cigarettes.

T. G. Levens, of E. Kleiner & Company, who recently took over the "Girard" brand, is going the rounds of the trade in Philadelphia and his brand is meeting with an excellent reception. The Kleiner Company is working on a new package which will contain five "Girard" bankers size, to retail for fifty cents.

EDMUND SLADKUS DEAD.

Ike Sladkus, of the cigar box manufacturing firm of S. Sladkus and Son, New York City, is receiving the sympathy of his many friends on account of the death of his brother, Edmund Sladkus, who passed away at his home, 255 West Ninety-eighth Street, on Tuesday, January 24th.

Mr. Sladkus suffered a heart attack a short time ago and complications which later developed was the cause of his death.

Funeral services were held Thursday, January 26th, from West End Chapel.

He was forty-five years old, and is survived by his wife, mother, one brother and four sisters.

U. S. TOBACCO ANNUAL MEETING.

Notice of the annual meeting of the stockholders of the United States Tobacco Company, to be held on March 6th, have been mailed to the stockholders, advising them of the meeting place, 15 Exchange Place, Newark, N. J.

The meeting is for the purpose of electing a Board of Directors and for such other business as may come before the meeting. Stockholders of record February 6th only are entitled to vote at the meeting.

The United States Tobacco Company is the manufacturer of "Dills Best" smoking tobacco, and other brands.

ELECTRIC HUMIDIFIER BOUGHT BY DECKER

The business of the National Electric Humidifier Company, of Chicago, has been purchased by the Richard M. Decker Compny, manufacturers of metal specialties, of the same city, and an intensive sales campaign will be inaugurated by the latter company in the very near future.

The National Electric Humidifier, for use in cigar cases of the retailer, has met with approval in all parts of the country because of its unique principal and also because of its attractiveness.

UPMANN TO MARKET CLEAR HAVANA.

Carl Upmann, Inc., manufacturers of the well known "Dolce Far Niente" a shade wrapped cigar, are working on plans to market a clear Havana cigar also, thus meeting the demand of their customers for this type cigar. The Upmann factory in Tampa has recently moved into larger quarters, and as soon as plans on the new brand are completed further announcement will be made.

MANNIE PEREZ IN TAMPA

Manuel Perez, of Marcelino Perez & Company, Tampa, Fla., has returned to Tampa for one of his periodical visits to the factory. He will remain there only a short time, and will then start on the road again, taking orders for "Tuval," "Redencion" and their various other brands which have been steadily gaining in popularity among the clear Havana smokers of the country.

DEISEL-WEMMER APPOINTS MERTZ

The Lewis H. Mertz & Sons, Incorporated, advertising agency of Chicago, has been selected by the Deisel-Wemmer Company, of Lima, Ohio, to direct their advertising account in the future.

SEATTLE RETAILERS ELECT OFFICERS

AT the annual meeting of the Seattle Retail Cigar Dealers' Association, held in Seattle, Washington, recently, all the officers of the organization were re-elected.

Ben Paris was elected president, for the fourth consecutive term; Ernie Head is vice-president; E. J. Flint is treasurer, and R. O. Fielding is secretary. Mr. Fielding, who has been secretary of the organization for the past ten years, was opposed to his re-election but was unanimously overruled.

Mrs. H. Harris was elected honorary vice-president in recognition of her efforts in behalf of the association during the past.

The executive board consists of R. E. Sullivan, J. G. Pursley, W. Landwehr, Guy Noble and Irving Green, who were all re-appointed, and E. H. Barrett, Sam Gendron, S. Christensen and Elmer Fish were appointed as additional members of the board.

A delegation of members was appointed to journey to Spokane, Wash., and Portland, Ore., to assist retailers in those two cities to effect an organization. The journey will be made in response to requests from retailers of the above-mentioned cities.

ZIFFERBLATT TO INCORPORATE

G. Zifferblatt & Company, manufacturers of the "Habanello" brand, which showed a gratifying increase among the smokers here and in neighboring territory last year, have applied for a charter of incorporation, with the intention of increasing production on this brand.

W. T. Leonard, formerly connected with Bayuk Cigars, Incorporated, has joined the Zifferblatt Company and will cover a portion of Philadelphia in the future for the "Habanello" brand.

BOSTON SHOWS NEW DEMUTH LINE.

Harry Boston, genial salesman for Wm. Demuth & Company, "World's largest manufacturer of fine pipes," was a recent visitor in Philadelphia showing a fine line of his Company's products to the trade.

Harry departed with a well filled order book, as usual, enroute for Baltimore and other southern points.

L. Weinberg Company, wholesale and retail cigar and tobacco dealers, of 50 South Second Street, have just installed new and up-to-date fixtures which have improved the appearance of their store. All the popular cigars are carried at cut prices, as well as candy and patent medicines.

Ben Paley, of the Congress Cigar Company, and William Brecht, of F. Brecht's Sons, cigar box manufacturers of North Orianna Street, have returned from their annual pilgrimage to Hot Springs, Ark. The boys extended their trip this year to take in the sights of Hollywood.

Charlie Hipple, of Hipple Brothers Company, Connecticut and Pennsylvania leaf tobacco dealers of North Third Street, is spending a month's vacation with his wife at Miami, Fla.

Sam Graboski, of the G. H. P. Cigar Company, has returned to Philadelphia after a short trip to the Connecticut and New York leaf markets.

POSTMASTER
CIGAR

Rapid Fire-Sales and Turnover

2 for 5¢

It pays to display them

P. Lorillard Co., 119 W. 40th St., New York

TOBACCO TRADE ORGANIZATIONS

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JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

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CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

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GORDON W. STEWART, Hartford, Conn. ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

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JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York City.. Secretary and Treasurer

THE TOBACCO INDUSTRY OF THE PHILIPPINE ISLANDS

(*Continued from previous issue*)

Cigars: Production and Exports

The following table shows the production and exports of cigars in the Philippine Islands from 1906 to 1926 inclusive:

Fiscal Years June 30	*Production Number*	*Exports Number*
Average, 1906-1908	188,174,662	109,139,667
" 1909-1913	261,806,559	165,480,600
Calendar years—		
Average, 1914-1918	319,224,705	225,419,400
1919	499,059,234	392,339,000
1920	510,810,333	421,545,000
1921	230,224,705	154,879,000
1922	398,361,334	300,485,000
1923	423,549,037	280,755,000
1924	353,861,084	218,598,000
1925	359,159,315	252,552,000
1926	363,313,319	247,710,622

Source: Production, 1906-1925—Statistical Bulletin of the Philippine Islands.
Exports, 1906-1925—Reports of the Collector of Customs.

Cigarettes

Like the cigar industry, the manufacture of cigarettes on a large commercial scale was not developed in the Philippine Islands until after the inauguration of the American administration. The records of the Bureau of Internal Revenue indicate that there were 27 factories in operation in 1926 and that the total production of cigarettes was 4,954,572,127. Of this production only 51,361,152 were exported, of which China took 31,209,625.

Philippine cigarettes are nearly all made from native tobaccos and are not popular with foreigners. The bulk of the production is now machine made, although some cigarettes are still made by hand. These probably do not exceed 10 per cent of the total output, however. There are no statistics available showing the number of cigarette machines now in operation, but the records of the Bureau of Commerce and Industry show that 500 machines were operating during the year 1922, the majority of which were of French make, with a production capacity of about 110 cigarettes a minute. A few American machines are now in operation, however, producing about 500 a minute.

For many of the handmade cigarettes a dark brown paper instead of white paper is used. They are slightly longer than the machine made article, and are open at both ends. When first rolled these cigarettes have tobacco protruding from both ends. This causes considerable waste, as the cigarettes must be trimmed and the trimmings thrown away. The tobacco is cut off close to the paper with scissors. The majority of the machine made cigarettes are open at only one end, the paper at the other end being folded so as to close the aperture. There has been a tendency during the last two or three years on the part of a few factories to use a blended tobacco (mostly American) and to make cigarettes closely resembling the imported varieties in shape, size and packing. The large demand, however, is naturally still for the native style cigarette in packages sealed at only one end.

It has been found impracticable to use machines in packing the native style cigarettes, inasmuch as a certain amount of loose tobacco protrudes from the open end and this is apt to get caught in the machinery. Consequently the bulk of the cigarettes produced in the Philippines are packed by hand. The packers are usually women who have started their training while still very young in the afternoons after school. They eventually become so expert that they can reach into a pile of cigarettes and take 30 at a time without having to count them. The cigarettes are then wrapped in a paper similar to that used for packages by American factories and the package is sealed at one end.

Approximately 60 per cent of the domestic brands retail at 30 for 8 to 10 centavos. A large number of these cigarettes are sold in broken packages, the consumer buying two at a time in one of the neighborhood tiendas.

Wages paid in the cigarette factories are approximately as follows:

For hand-made cigarettes, 1.57 pesos per day.
Machine tenders, 1.57 pesos per day.
Counting and packing, 1.45 pesos per day.
Other labor, 0.76 to 3.76 pesos per day.

Imported Cigarettes

The importation of cigarettes did not become important until 1920, when 128,747,849 cigarettes were imported. Shipments fell off during the depression of 1921 and 1922 but have increased steadily since 1923 and amounted to 419,917,211 in 1926, or about 10 per cent of the total consumption. Imports during the first nine months of the present year totaled 431,261,300, of which the United States supplied over 99 per cent. Small quantities are also imported from China, Egypt, Great Britain, and France, but this trade is relatively unimportant. Five American cigarette companies are represented in the Philippines, one of them having a branch office in Manila. A large share of the imported cigarettes are also sold in broken packages, the customer purchasing two or three cigarettes at a time.

Stocks of American cigarettes are never large and seldom exceed the normal requirements for two weeks. The larger importers receive shipments twice a month and endeavor to keep the supply on hand as small as possible. Special precautions must be taken to keep the cigarettes from molding and two manufacturers now wrap each package in waxed paper, pack them in a carton holding ten packs, and this carton is then wrapped in two layers of heavy waxed paper and sealed. For shipment these cartons are packed in fiber containers and then boxed in wooden packing cases. Another factory packs its cigarettes in sealed tin containers, each containing five cartons of ten packs each. Some dealers report that cigarettes sealed in vacuum tins (each one containing 50 cigarettes) will keep longer than those in packages. The difficulty, however, is that the average smoker will not take the trouble to transfer cigarettes from a package or tin to a cigarette case and the bulk of the demand continues to be for the paper package containing 20 cigarettes. It is estimated that not over 5 per cent of the cigarettes imported are packed in tins.

American cigarettes are well liked by the natives, especially the younger generation, and their use is increasing steadily in Manila and the other larger cities in the islands. In the provinces, however, the bulk of the demand is still for the native cigarettes. This is largely due to two causes. In the first place the provincial smokers have been brought up on the domestic brands and prefer their taste and in the second place the buying power of the inhabitants is lower in the

(*Continued on page 17*)

LIGGETT COMPANY SALES INCREASE

Sales of the Louis K. Liggett Company, subsidiary of the United Drug Company, reports gross sales in their 461 drug stores for the year 1927 of $58,456,724, which is an increase of $5,100,524 over the year 1926.

December, 1927, was the forty-second month of continued increases without interruption, and sales for that month totaled $5,886,181, the largest single month's volume of business in the company's history.

SYLVESTER DECORATED BY FRANCE

A. L. Sylvester, president of the American Cigar Company, and vice-president of the American Tobacco Company, has been made chevalier of the Legion of Honor, it was announced last week.

The decoration was conferred by special decree in recognition of Mr. Sylvester's services to France, and to the Regie, which is the French Government tobacco monopoly.

ENGLAND USES MORE U. S. TOBACCO

Despite the increase of more than 30 per cent. in imports of tobacco from the English Empire last year, receipts of unmanufactured tobacco from the United States to England showed a gain of about 5 per cent. in quantity, but a slight decrease in value. There was also an increase of 15 per cent. in receipts of American cigarettes, while imports from other sources decreased 16 per cent.

WHELAN PREDICTS INCREASE IN CIGARETTES

George J. Whelan, of the United Cigar Stores Company, upon his recent return from a trip to Bermuda, stated that he anticipated an unprecedented increase in consumption of cigarettes in America in the next few years. He said "the saturation point" had not been reached by any means up to the present time.

UNITED DRUG-STERLING PRODUCTS COMBINE

An early announcement is expected of the proposed consolidation of the United Drug Company, a large drug store chain system, and Sterling Products, Incorporated, the largest producing company of household medicines. Their combined assets are more than $140,000,000.

THE CUBAN PARCEL POST BILL

(*Continued from page 4*)

Harry A. Estep, of Pennsylvania;
John N. Garner, of Texas;
James W. Collier, of Mississippi;
William A. Oldfield, of Arkansas;
Charles R. Crisp, of Georgia;
John F. Carew, of New York;
Whitmell P. Martin, of Louisiana;
Henry T. Rainey, of Illinois;
Cordell Hull, of Tennessee;
C. C. Dickinson, of Missouri;
Robert L. Doughton, of North Carolina.

NOTE: Please address all Congressmen: House Office Building, Washington, D. C.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

made good

LA PALINA
CIGAR

DROP IN DECEMBER CIGAR PRODUCTION OFFSETS ELEVEN MONTHS' GAIN

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of December, 1927, and are issued by the Bureau. (Figures for December, 1927, are subject to revision until published in the annual report):

Products	*December, 1926*	*December, 1927*
Cigars (large)		
Class A ..... No.	203,832,945	187,564,050
Class B ..... No.	56,229,960	40,990,507
Class C ..... No.	189,522,848	151,248,614
Class D ..... No.	11,093,663	10,045,681
Class E ..... No.	3,896,073	3,157,680
Total	464,575,489	393,006,532
Cigars (small) ..... No.	33,699,787	21,516,667
Cigarettes (large) ..... No.	1,229,760	650,189
Cigarettes (small) ..... No.	6,391,843,537	6,870,461,577
Snuff, manufactured ... lbs.	3,170,350	2,939,687
Tobacco, manufactured. lbs.	25,047,484	23,745,561

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of December:

Products	*December, 1926*	*December, 1927*
Cigars (large)		
Class A ..... No.	11,479,675	10,292,175
Class B ..... No.	632,350	232,320
Class C ..... No.	2,014,860	3,129,472
Class D ..... No.	.....	4,000
Class E ..... No.	.....	2,500
Total	14,126,885	13,660,467
Cigars (small) ..... No.	920,000	1,000,160
Cigarettes (large) ..... No.	200,000	175,000
Cigarettes (small) .... No.	70,250	21,740

Tax-paid products from the Philippine Islands for the month of December:

Products	*December, 1926*	*December, 1927*
Cigars (large)		
Class A ..... No.	18,332,690	16,651,015
Class B ..... No.	288,457	235,133
Class C ..... No.	119,016	59,266
Class D ..... No.	1,032	.....
Class E ..... No.	61	100
Total	18,741,256	16,945,514
Cigarettes (small) .... No.	226,470	9,940
Tobacco, manufactured .lbs.	72	45

NOTE: Quantities of tax-paid products shown in above statement are indicated by stamp sales for the month.

Supplement to the December Statement of Internal Revenue Collections

Object of Taxation	*December, 1926*	*December, 1927*
Tobacco manufactures:		
Cigars	$ 1,756,424.14	$ 1,454,141.39
Cigarettes	19,185,735.99	20,616,165.35
Snuff	570,662.91	529,143.73
Tobacco, chewing and smoking	4,508,717.49	4,274,783.08

News from Congress

(*Continued from Page 10*)

that commonwealth amounting to $61,607,736, against $50,378,843.

The following table shows in detail the collections on the various tobacco products for 1927:

Statement of Internal Revenue Receipts from Tobacco Manufacturers, etc., in the Principal States Paying the Tax for the Calendar Year 1927.

States	*Cigars*	*Cigarettes*
California	$255,462.82	$11,830,220.60
Colorado	21,897.94	54.66
Connecticut	132,302.97	12.45
Delaware	207,277.71	
Florida	2,871,154.79	13,969.51
Georgia	74,891.79	8,422.20
Illinois	370,519.01	13,594.53
Indiana	629,727.51	35.24
Iowa	71,391.37	49.07
Kentucky	290,634.97	2,023,810.24
Louisiana	289,305.12	14,536.38
Maine	29,872.85	3.00
Maryland, including Dist. of Columbia	485,170.78	166.40
Massachusetts	451,342.46	16,794.69
Michigan	1,118,980.55	28,964.04
Minnesota	85,107.76	67.79
Missouri	122,329.45	88,680.90
Nebraska	33,578.72	12.00
New Hampshire	274,001.63	
New Jersey	2,731,218.00	9,421,126.23
New York	2,270,064.94	26,452,915.51
North Carolina	90,927.62	174,862,268.40
Ohio	1,413,893.28	5,485.27
Pennsylvania	6,961,959.81	9,292,739.91
Rhode Island	42,379.81	1,086.75
South Carolina	66,438.47	5.88
Tennessee	301,276.03	1.63
Texas	56,749.55	52.99
Virginia	1,075,539.74	57,537,606.54
West Virginia	168,399.50	1,740.00
Wisconsin	209,925.90	31.72
Other States*	83,847.36	191.14
Philippine Islands	356,769.66	6,487.79
Total	$23,644,339.87	$291,620,773.46

* Reporting collection of less than $20,000 in taxes from tobacco manufactures, etc.

Summary of Collections

	Calendar year 1927	*Calendar year 1926*
Cigars	$23,644,339.87	$28,181,940.90
Cigarettes	291,620,773.46	268,444,648.01
Manufactured tobacco and snuff	70,940,673.84	73,833,079.60
Cigarette papers and tubes, etc.	1,222,093.68	1,217,914.58
Total (all sources) ...	$387,427,880.85	$371,677,583.09
Net increase 1927		$15,750,297.76

Note.—The Revenue Act of 1926 reduced the rates of tax on all classes of large cigars and on small cigars, effective March 29, 1926; and repealed the special tax on manufacturers of cigars, cigarettes and tobacco, effective July 1, 1926.

(*Continued on Page 18*)

TOBACCO INDUSTRY OF THE PHILIPPINE ISLANDS

(*Continued from Page 14*)

provinces than in the cities and the price of articles is a more important factor. The growth of this trade, accordingly, is chiefly dependent upon an increase in the buying power of the provincial inhabitants.

Terms to jobbers are usually cash in one week or ten days although it is understood that provincial dealers are granted two weeks' credit.

American cigarettes are advertised in newspapers and magazines and through the use of billboard posters.

Imported cigarettes pay internal revenue taxes of from 1.60 pesos to 2.00 pesos per thousand, depending upon the wholesale price charged, which is the same tax as assessed on local cigarettes of equal value. The following table shows the production and exports of cigarettes of the Philippine Islands from 1906 to 1926:

CIGARETTES: PRODUCTION AND EXPORTS.

Fiscal years ending June 30	*Production Number*	*Exports Number*
Average, 1906-1908	3,681,713,893	77,524,333
Average 1909-1913	4,269,774,702	41,031,400
Calendar Years.		
Average, 1914-1918	4,354,112,653	60,848,000
1919	5,049,138,900	155,307,000
1920	5,039,784,441	124,771,000
1921	4,521,193,605	39,837,000
1922	4,823,209,471	53,198,000
1923	4,451,613,696	96,532,000
1924	4,658,228,608	82,298,000
1925	4,849,000,815	52,723,000
1926	4,954,572,127	51,361,152

Source: Production, 1906-1925, Statistical Bulletin of the Philippine Islands. Exports, 1906-1925, Report of the Collector of Customs.

CIGARETTES: IMPORTS INTO THE PHILIPPINE ISLANDS BY PRINCIPAL COUNTRIES OF ORIGIN.

Country of Origin	*1925 Number*	*1926 Number*	*1927 (9 months) Number*
United States	361,514,989	417,936,501	431,235,490
Great Britain	9,650	6,700	14,650
China	36,158	19,900	10,660
Egypt	2,070	6,750	...
Other countries ...	700	1,360	500
Total	361,563,567	417,971,211	431,261,300

Exports of Philippine Tobacco for November

Due to inferior quality the new Philippine tobacco crop is moving slowly although there has been considerable speculative buying at low prices by Chinese dealers and exporters according to a recent cable report received in the Tobacco Section of the Department of Commerce from American Trade Commissioner George C. Howard. Exports of raw leaf for the month of November amounted to 5,418,906 pounds of which 3,783,094 pounds went to Spain. Exports of cigars to the United States for the month of November, amounted to 16,000,000 in number, compared with 18,000,000 during the preceding month and 500,000 during November, 1926.

It is claimed that more cigars are manufactured in the city of Tampa, Fla., in one month than are imported in the United States from Cuba in a whole year.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

JOBBERS WANTED

SALESMEN CALLING ON CIGAR, DRUG AND DEPARTMENT STORES. Beautiful cigarette chests and humidors. Brand new. Sells on sight. Big Commissions. Act quick. Motto Guild, 5712 Armitage, Chicago, Ill.

SITUATION WANTED

SUPERINTENDENT—LONG SERVICE WITH BIG COMPANY who make successful cigars. Would like to hear from good company or firm. Practical cigarmaker. Hand work, suction or fresh-work machines. Address Box 511, "The Tobacco World."

GENERAL ALL AROUND EXPERIENCED FACTORY MAN desires position. Thoroughly experienced on all makes of automatic machinery. Address Box 512, "The Tobacco World."

WANTED TO BUY

JOB LOT CIGARS WANTED. ANY QUANTITY, ANY condition; wormy or dry. Send samples with lowest price and quantity and style of packing. J. B. Cigar Co., 35 South Third St., Philadelphia, Pa.

The Tobacco World

Established 1881

VOLUME 48 FEBRUARY 1, 1928 No. 3

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

EVERYMAN:—45,128. For pipes and smokers' articles. January 11, 1928. House of Comoy, New York, N. Y.

LUCIUS DE LUXE:—45,129. For cigars. January 13, 1928. Jose Ferlita Cigar Co., Chicago, Ill.

FRAGAROMA:—45,131. For all tobacco products. January 13, 1928. M. Weinstein, New York, N. Y. (By consent of The American Tobacco Company, New York, N. Y.)

ST. PETERSBURG STRAIGHTS:—45,132. For cigars. January 21, 1928. Consumers Cigar Factory, St. Petersburg, Fla.

A. I. D.:—45,133. For cigars. January 20, 1928. Wm. Tegge & Co., Detroit, Mich.

TRANSFERS

DOCUMENT:—28,257 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered October 2, 1913, by Kaufman, Pasbach & Voice, New York. Transferred by the registrant to Martin E. Weber, Cleveland, Ohio, November 20, 1918, and re-transferred to Max S. Miller, of Cleveland, Ohio, July 3, 1920.

EL HUZAR:—42,954 (Tobacco Merchants Association). For all tobacco products. Registered by American Box Supply Company, Detroit, Mich. (who acquired same by a transfer from The American Tobacco Company, New York, N. Y.), and re-transferred to Jos. Kominsky, New York, N. Y., January 19, 1928.

LUCIUS:—44,461 (Tobacco Merchants Association). For cigars. Registered May 4, 1901, by George Schlegel, New York, N. Y. Through mesne transfers acquired by Charles Slater, Chicago, Ill., and re-transferred to Jose Ferlita Cigar Co., Chicago, Ill., January 9, 1928.

NEWS FROM CONGRESS

(*Continued from page 16*)

F. T. C. Powers To Be Cut

Steps to put a stop to investigation by the Federal Trade Commission of matters having no relation to interstate commerce, such as economic investigations, have been taken by the House Appropriations Committee, which has called the matter to the attention of the Comptroller General, it is disclosed by the report of the committee on the annual appropriation bill for the commission.

Testimony given before the committee during the course of its consideration of the bill indicated that the commission has undertaken a number of investigations of this character upon its own initiative. There has been a great deal of criticism regarding activities of the commission into fields which it is felt that body never was authorized to enter by the Federal Trade Commission or the Clayton Act. The investigations which met the displeasure of the Appropriations Committee were the studies into resale price maintenance, price bases, blue sky securities, and DuPont investments. The total cost of these investigations was estimated by members of the commission at $207,601, of which $99,389 were to be spent for the resale price maintenance investigation, and $96,415 for the study of price bases.

In preparing the appropriation bill for the commission, the committee included a provision that no part of the funds carried shall be expended for investigations, including economic investigations, requested by either House of Congress except those requested by concurrent resolutions of Congress, but that this limitation should not apply to investigations and reports in connection with alleged violations of the anti-trust act by any corporation.

CREDIT SURVEY FINDS BUSINESS SATISFACTORY

THE first month of 1928 found business moving along at a satisfactory pace, with motor car production off to a fresh start, unemployment conditions not serious, labor conditions satisfactory, money still easy and credit under safe control, according to the January survey of business conducted by the National Association of Credit Men.

The survey says in part:

"In production the leaders showed encouraging activiting during December and January. The United States Steel Corporation reported a gain of 518,430 tons in unfilled orders for December, the largest monthly increase recorded since March, 1926.

"With the arrival of the new Ford models, automobile production has been stimulated all along the line. Costs have been steadily decreased, and motor manufacturers in 1928 can offer cars of improved quality and performance at the lowest prices ever listed.

"Agricultural conditions continue fair except for reported damage to winter wheat in Kansas and to winter oats in Texas. Citrus fruit growers in Southern California were threatened by a recent cold spell, but averted damage by 'smudging.'

"Reports on holiday trade, both wholesale and retail, indicate a fair volume of business in spite of bad weather during parts of the shopping period and unemployment in some localities caused by a localized slackening of production activity. Department stores in the larger cities and mail order houses reported totals fully up to last year's levels.

"During December new contruction begun in the 37 states east of the Rockies amounted to $466,363,800, showing a gain of 3 per cent over the November total. Contemplated construction projects reported in the same states during December totalled $988,915,100, a gain of 20 per cent over the amount reported in November, and a gain of 9 per cent over the amount for December, 1926.

"Car loadings for the week ended January 7 showed a decrease of 179,000 cars from the corresponding week of 1927 and of 153,000 cars from the like week of 1926. Improvement in loadings will probably not be shown until toward the end of the first quarter of 1928."

In a special survey conducted in Iowa, Kansas, Nebraska and South Dakota, the credit organization found business men there fairly cheerful. The survey continues:

"The Nebraska wheat crop has been one of the largest in the history of the state. In all the four states the improved condition of the farmer has helped the retailer appreciably, and benefits have accrued to the wholesaler and the manufacturer.

"One correspondent, engaged in distribution on a national scale, sums up the prevailing belief in the words, 'Situation sound; larger business anticipated.' Another comments, 'Business and money here for those who work'."

BUYERS' GUIDE

CIGAR BOXES

NIC. ALTHAUS CO — MANUFACTURERS OF HIGH GRADE CIGAR BOXES — CEDAR, SAW AND PLANING MILLS — LABELS, RIBBONS, CIGAR MAKERS SUPPLIES — ESTABLISHED 1875. TEL. ASHLAND 6242 — 657-641 EAST 17 ST. NEW YORK.

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grattot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

Colorgraphic
LABELS-BANDS-ADVERTISING
WINDOW TRANSPARENCIES
Quality Service
AMERICAN LITHOGRAPHIC COMPANY
NINETEENTH STREET & FOURTH AVENUE—NEW YORK
55 E. WASHINGTON ST. CHICAGO — FIRST NATIONAL BANK BLDG. TAMPA — 620 POYDRAS ST. NEW ORLEANS — 163-173 MAIN ST. SAN FRANCISCO

Gives counts and prices on over 8,000 different lines of business. No matter what your business, in this book your prospective customers listed.

Valuable information is also given as to how you can use the mails to secure orders and inquiries for your products or services.

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Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
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ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"

If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.

10c 15c 25c 75c $1.50 SIZES

J. G. DILL CO. Richmond, Va.

You know what you *Pay* . . .
do you know what you *Buy*?

YOU know the unquestioned value of the dime you pay for a cigar—but can you be equally sure of the cigar your dime buys?

With the new Rob! Burns Staples, you are absolutely sure of getting a real, FULL Havana filler of Cuba's choicest leaf—admittedly the finest tobacco grown.

Of how many ten cent cigars can you say as much?

Rob! Burns Staples

And the same FULL Havana filler in Rob! Burns Panatelas, 10¢, and Rob! Burns Perfecto Grandes (foil-wrapped), 2 for 25¢.

10¢

FULL HAVANA FILLER · · · AS IS EVERY ROBT BURNS SIZE AND SHAP

This advertisement recently appeared in the Saturday Evening Post

FEBRUARY 15, 1928

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U.S. Department of Agriculture

VOLUME 48 No. 4

THE TOBACCO WORLD

LOOKING AT IT—AND BEYOND!

With the first puff of satisfaction, the smoker invariably looks at the burning cigar in his hand, trying to discover the "why" of this unlooked-for pleasure.

The tobacco in a good, mild cigar, possesses delicacy of aroma and a certain mellowness imparted by the proper ripening and curing of the leaf; it is full-bodied and burns freely.

On such essentials, the popularity of the Porto Rican leaf rests. It is grown under most modern methods, in a soil rich in magnesia, which brings out the full tobacco quality and which produces a slow and even-burning leaf. Pleasantly fragrant, too, and embodying a most unusual mildness.

Grown in an American possession, this tobacco is admitted free of duty, permitting an economical production of cigars, easily within the reach of the average smoker. This is *why* so many manufacturers are turning to Porto Rico for their supply of leaf, to be used either wholly or in the blend for their cigars. They have found that Porto Rican tobacco is inevitable to a good, mild cigar.

You will be interested in a booklet containing full information on Porto Rican tobacco. Write us for it today.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
1457 Broadway M. T. SALDAÑA, Agent New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

ONE GOOD SMOKE LEADS TO ANOTHER

—especially if the cigar has been packed in wood

WOODEN Cigar Boxes improve the mellowness and flavor of cigars by adding to the cigar's own aroma the natural fragrance of the wood.

They also keep cigars in the best condition from maker to smoker. The porous cigar box wood absorbs excess moisture but at the same time prevents over-dryness.

It pays to pack your cigars in wooden boxes.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

Volume 48 — Number 4

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, FEBRUARY 15, 1928 — Foreign $3.50

SCHULTE-UNITED STOCK OFFERED

ON last Thursday stock in the newly organized Schulte-United 5c to $1 Stores, Inc., was offered to the public by the above corporation at their offices, 511 Fifth Avenue, New York City.

The offering comprised 100,000 shares of 7% Cumulative Convertible Preferred Stock, at $100 a share, and 100,000 shares of No Par Value Common Stock at $21 a share.

The preferred stock is convertible into common stock in the ratio of three shares of common for one of preferred with privilege of subscription to one share of common stock for each share of preferred.

The preferred stock is preferred as to dividends and assets. Dividends payable quarterly, cumulative from January 1, 1929. Redeemable in whole or in part at any time on sixty days' notice at $120 per share and accrued dividends, but if called, this stock may be converted up to the expiration of said sixty days.

The authorized capitalization of the corporation is $15,000,000 7% preferred stock and 1,150,000 shares of no par common.

The company is establishing a chain of stores throughout the country to engage in a general merchandising business. These stores will handle merchandise which will be sold at prices ranging from 5c to $1. The management will be in the hands of officials of the Schulte Retail Stores Corporation and the United Cigar Stores Company of America and experienced men in this line of merchandising. An important part of the success of Schulte Retail Stores Corporation and United Cigar Stores Company of America, and in fact of any chain store system, is due to experienced real estate organizations able to obtain advantageous locations at proper rentals. The real estate organizations of the Schulte and United Companies will be at the service of this company.

The officials of the new company will include Mr. D. A. Schulte, president; Mr. W. T. Posey, (vice-president, United Cigar Stores Company of America), chairman of the board; Mr. Charles C. Nicholls, Jr., (vice-president, Schulte Retail Stores Corporation), vice-president, and other officials of the Schulte and United Companies.

The board of directors will include, amongst others, the officers mentioned and Mr. C. A. Whelan, president, United Cigar Stores Company of America.

The net proceeds to be received by the company in cash from the above offering, after deductions of all expenses, including underwriting, upon payment in full for all of the stock to be outstanding, will be slightly in excess of $22,250,000.

TOBACCO PRODUCTS COMPANY TO DISSOLVE

GEORGE J. WHELAN was elected president of the Tobacco Products Corporation at a meeting held last week, stated immediately after his election that he had accepted the post to work out a plan to dissolve the corporation and distribute its assets with approval of the stockholders.

Mr. Whelan further stated that "The figures show the value of each share of common stock and the Class A stock to be more than $150 a share. He also stated he was certain the plan devised would be for the best interests of the holders of Class A stocks as well as of the common stock. It will provide for keeping intact the company's holdings of common shares of United Cigar Stores Company of America, whose stock now has a greater potential value than at any other time in its history, due to interests recently acquired in other companies.

Following Mr. Whelan's announcement Tobacco Products stock moved forward almost eight points on the New York Stock Exchange.

EMIL WEDELES DIES

Emil Wedeles, a member of the firm of Wedeles Bros., leaf tobacco dealers, passed away on February 8th, at Hot Springs, Arkansas, following an illness of about a week's duration. His death was caused by heart trouble.

Funeral services were held in Chicago, on February 10th. He is survived by his widow, three brothers and four sisters.

The business will be continued by his brother, Joseph, and two nephews, Elmer and Roy Wedeles.

AMERICAN BOX SUPPLY COMPANY MOVES

The American Box Supply, of Detroit, Mich., announces the removal of their offices, effective February 1st, to 607 Shelby Street. They were formerly located at 2309 Russell Street.

The American Box Supply Company is supplier to the cigar manufacturing trade of "exerything except tobacco."

AMERICAN SNUFF INCOME

Net income of the American Snuff Company in 1927 was $1,973,917 after charges and Federal taxes, as compared with $1,673,449 in 1926. The 1927 net income was equal, after preferred dividends, to $15.78 a share on the common stock as compared with $13.05 a share for the year 1926.

MAX MAIER JOINS CULLMAN BROS.

MAX MAIER, formerly connected with the Sumatra and Java leaf tobacco importers, R. J. Kugelman, Inc., has severed his connection with that firm and on March 1st will take up his duties as a representative of Cullman Bros., Inc., of 161 Front Street, New York City.

Mr. Maier has had wide experience in the leaf tobacco industry and has a host of friends in the trade who will welcome him in his new connection.

Mr. Maier will make his headquarters in the future in Chicago, from which point he will cover the western portion of the country to the coast, as well as the southwestern portion, and Canada.

LORILLARD NET OFF

According to report of P. Lorillard Company, for the year 1927 their net income for the year declined to $2,490,786 from $4,117,197 for the year 1926. This net income is equivalent to $1.25 a share on the common stock, after preferred dividends, as compared with $2.58 a share for 1926.

The decrease in the year's earnings is attributed by the company to the expense of expanding a special brand of cigarettes. Profits from the other brands of the company showed an increase over 1926. Surplus at the end of the year was $14,421,981, as compared with $13,406,536 at the end of 1926.

CIGAR BOX LUMBER MILL DESTROYED BY FIRE AT MOBILE, ALABAMA

The cigar box lumber manufacturing plant of Jerome H. Sheip Co., Inc., Mobile, Ala., was visited by a disastrous fire on Saturday, February 11th. This company is one of the largest producers of domestic cigar box lumber in the United States.

It is understood that it will be several months before they will again be able to enter upon production, at which time they will begin operations from their new plant now under construction at Apalachicola, Fla.

$8,000,000 VERDICT AGAINST DUKE ESTATE

Yesterday a Federal Court Jury returned a verdict of $8,000,000 for George D. Haskell, New England manufacturer, in his suit for $45,000,000 against the estate of James B. Duke, the tobacco king.

Haskell sought damages from the Duke estate alleging that Duke had repudiated an agreement to enter the aluminum business and had sold out to the Aluminum Company of America.

Counsel for both sides announced that they wished to make several motions, and Judge William N. Runyon has set Thursday for a hearing. It is anticipated that counsel for Haskell will at that time ask that damages be trebled to $24,000,000, and that an appeal will be taken by the Duke counsel.

Haskel has at the present time two other suits pending against the Duke estate and the Aluminum Company, but during his testimony in the present suit he intimated that a favorable judgment in this suit would result in him dropping the other actions.

Haskell stated during the present action that Duke in an agreement with him had made extensive arrangements to enter the aluminum business, but this agreement was later broken and Duke sold out to the Aluminum Company.

Mr. Duke died in October, 1925, leaving the bulk of his estate, estimated at more than $100,000,000, to his daughter, Doris.

1927 LANCASTER CROP LARGER

ACCORDING to Paul L. Koendig, head of the Federal-State Crop Reporting Service, at Harrisburg, Pa., who was a recent visitor in Lancaster conferring with E. A. Seman, of the Bureau of Markets, on crop figures, the crop of Lancaster tobacco this past year surpassed any crop for several years.

Official figures given out for the 1927 Lancaster County crop are 40,700,000 pounds as compared with 39,587,000 pounds for the 1926 crop. Production of tobacco for the entire State of Pennsylvania was 44,880,000 as against 43,560,000 for 1926. The average production per acre increased 38 pounds in 1927 over 1926.

Mr. Koendig reports that the sales already have shown an indication of an average of thirteen cents a pound, and the value of the entire Lancaster County crop is estimated at about $5,291,000.

YORK COUNTY CIGAR PRODUCTION SHOWS DECREASE FOR JANUARY

During the month of January the production of cigars in the York County district suffered a slight setback as compared with the production for the month of January in the previous year.

Comparative production figures as reported by the York and Red Lion offices of the Internal Revenue Bureau are as follows:

Red Lion Office

	1927	1928
Class A	25,668,475	27,716,895
Class B	228,800	65,050
Class C	228,654	308,445
	26,125,929	28,090,390

York Office

	1927	1928
Class A	20,707,660	14,239,905
Class B	1,880,860	518,830
Class C	2,329,412	1,572,190
Class D	1,760	900
	24,919,692	16,331,825
Total for the two offices	51,045,621	44,422,215

784 CIGARETTES PER PERSON

According to statistics furnished by the Treasury Department at Washington, last year the average allotment of tobacco products was 784 cigarettes, 62 cigars, three pounds of chewing and smoking tobacco and one-third pound of snuff for each person in the United States.

Cigarette consumption has increased 200 per cent. in the United States during the last ten years, and if the 93,000,000,000 cigarettes consumed last year were laid end to end they would circle the earth 160 times.

IMPERIAL TOBACCO COMPANY INCOME

Net income of the Imperial Tobacco Company of Great Britain and Ireland for the year ending October 31, 1927, was £8,477,796, or approximately $42,000,000. This compares with £8,218,355 in the previous year. The 1927 net income is equivalent, after preferred dividends to 25.4 per cent. on the outstanding common stock, as against 24.5 per cent. for the 1926 fiscal year.

Blends Better Than Human Hands !

THE MODEL T UNIVERSAL

Long Filler Bunch Machine

(Blending Type)

For High Grade Work

IT'S a remarkable machine, almost human," exclaimed a prominent cigar manufacturer when he saw the speed, accuracy and efficiency of the Model T Universal in blending and bunching perfect "good-conditioned," long filler cigars.

The Model T Machine not only blends and bunches two types of fillers but bunches one type of filler as well, with equal speed, efficiency and savings in production costs.

Blending of fillers on this machine is done entirely by mechanical means *on the "laying-up," hand-work principle.* This eliminates all chance of human errors and assures a much more even blend than is possible by hand or bin-mixing.

The Model T Universal is strong and durable in construction. It is simple to operate and handle; it does not easily get out of order; and the *services of an expert mechanic are not required* to keep it working.

Is there any wonder that manufacturers are amazed and enthusiastic over the savings it effects in the manufacture of long filler cigars?

Let us prove to you its profit-making possibilities in your factory under your own supervision.

Universal Tobacco Machine Co.

40 EAST 34th Street, New York, N. Y.

Factory: NEWARK, N. J.

10 Features of Advantage of the Model T Universal

1. Produces well-conditioned spongy, free-smoking bunches — the equal of hand work in every respect.
2. Good-conditioned bunches are assured by "laying up" the filler mechanically in exactly the same way that this is done by hand, in hand work; a few sprigs of fillers being added intermittently until the bunch is built up to the proper size and condition.
3. Fillers are blended by this machine in any proportions desired—or one type of filler only may be worked on the machine.
4. Any size or shape of bunch, and both right and left hand bunches can be made on the same machine with slight mechanical changes.
5. With two operators, it produces 450 to 500 uniform, spongy, free-smoking, blended or non-blended bunches an hour.
6. Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.
7. Adapted for use in conjunction with automatic rolling machines.
8. Quickly and accurately adjusted to different sizes and conditions of fillers.
9. Assures uniformity of bunches at all times in both size and weight.
10. Sturdy and simple in construction; easy to operate and handle; requires no expert mechanical attention.

Write for illustrated folder and further information.

PRICE

$1750

Complete, ready to run with individual motor, drive equipment and two chairs, as shown above. F. O. B. Newark, N. J., U. S. A.

Convenient time payment terms.

PHILADELPHIA.

BAYUK CIGARS EARNINGS

BAYUK CIGARS, INC., report earnings for the year 1927 of $13.62 a share on the common stock, before preferred stock sinking fund, and it is highly probable the company will start common dividends within the next six months.

Mr. H. S. Davis, a director of Bayuk Cigars, Inc., stated: "While I can hardly speak for the board, I believe dividends will be started this year." Mr. Davis also said that while such development is to be anticipated, any payments that are made will probably amount to only a small part of the earnings.

GUMPERT BROS. MOVE OFFICES

Gumpert Bros., manufacturers of the well-known "Philadelphia Club" cigar, have moved their offices from 205 Market Street, to 405 Drexel Building, located at Fifth and Chestnut Streets. Their brand, manufactured in Tampa, is very popular in this city.

PALEY IN HAVANA

William S. Paley, of the Congress Cigar Company, is spending a short vacation in Havana, but will return to Philadelphia in time to sail with his father, Samuel Paley, for the Amsterdam inscriptions on March 3d.

COCHRAN REPORTS BUSINESS GOOD

H. B. Cochran, in charge of the Philadelphia office of The Petre Lithographing Company, has just returned from a trip through the cigar manufacturing district in York County and reports business with his company exceptionally good.

EIMERBRINK RETURNS TO TAMPA

Harry C. Eimerbrink, of the Eimerbrink Cigar Company, of Tampa, has returned to that city following a short visit here.

CONSOLIDATED EARNINGS INCREASE

Net income of the Consolidated Cigar Corporation for the year 1927, after preferred dividends, is reported as equivalent to $10.32 a share on its 250,000 no par common shares. Net for the year 1926 was equivalent to $8.42 a share.

UNITED TO INSTALL SODA FOUNTAINS

GEORGE J. WISE, vice-president of the United Cigar Stores Company of America, was a visitor in Philadelphia last week making an extensive tour of the city with local realty men and inspecting attractive locations for future United Cigar Stores, and at the same time looking for a good spot to establish one of the newly organized Schulte-United 5c to $1 Stores. Philadelphia has been selected as one of the cities to have one of the first of the new stores.

While here Mr. Wise announced that a plan was being considered to place soda fountains in all United Cigar stores in Philadelphia, and later to all their stores throughout the country. The plan has already been tried in three of the Philadelphia stores and is proving highly successful.

New locations will have to be selected for many of the stores as Mr. Wise stated that the 350 square feet of floor space, now occupied by the average store, will have to be increased to 700 square feet to accommodate the installation of soda fountains.

CONGRESS EARNINGS INCREASE

Report of Congress Cigar Company for the year 1927 shows profit of $3,184,785, after depreciation, interest, etc., but before Federal Taxes, as compared with profit of $2,477,156 in the previous year. After estimated Federal Taxes, net profit was equal to $7.87 a share on its capital stock, as against $6.11 a share for the year 1926.

A. J. NEWMAN RETURNS

A. Joseph Newman, salesmanager for Bayuk Cigars, Inc., has returned from a trip through the Middle West and Southwest and reports business on their "It's Ripe Tobacco" brands is showing a steady increase in those territories.

Yahn & McDonnell Cigars, cigar distributors of North Seventh Street, and who also operate a number of exclusive club and hotel retail stands, report business in all branches of their business continues to show the same steady increase each month over the same month of the previous year, as it has been doing during the past twelve months.

Their leading brands in the domestic cigars are "Optimo" and "Blackstone."

CUBAN PARCEL-POST BILL FAVORABLY REPORTED TO THE HOUSE

A FAVORABLE report on the bill to permit entry of Cuban cigars in lots of less than 3,000 was submitted to the House of Representatives February 13 by Representative Green of Iowa, chairman of the Ways and Means Committee.

The present restriction has for years been the obstacle to the conclusion of a permanent parcel-post convention with Cuba, the report stated, pointing out that unless it is modified the Cuban government will abrogate the present temporary agreement on March 1.

"The average total importation of cigars by the United States is valued at $8,637,000 (exclusive of Porto Rico), of which $3,654,000 worth, or 42.3 per cent. comes from Cuba," it was pointed out. The balance, except for a small item of about $20,000 worth, comes from the Philippines and pays no duty. Cigars shipped from Porto Rico, which are not included in our foreign-trade statistics because it is a possession of the United States, average in value about $6,254,000 annually. In other words, 99.4 per cent. of all dutiable imports of cigars and cheroots come from Cuba. According to the Commerce Department, the United States purchases about one-third of the cigars exported from Cuba, one-third is purchased by the United Kingdom, and the balance is exported by Cuba to other countries of the world. The annual production of cigars in the United States of all classes is approximately 7,000,000,000, so that the imports from Cuba of about 31,000,000,000 cigars are about one-half of one per cent. of our total production.

"Cuban manufacturers of cigars insist that it is unfair to be denied the opportunity to attempt to sell the products of their second largest staple crop by mail, which opportunity is denied them because of the existing limitations. For this reason, every effort to conclude a permanent arrangement for the exchange of merchandise by parcel-post has failed, although successful arrangements have been made with practically every other Pan American Republic for accepting parcel-post packages varying in weight from 11 to 50 pounds. Since the trade with Cuba has been going forward by leaps and bounds in the last 20 years, there has been a growing demand for improved parcel-post service between the two countries. The Cuban government, however, feels that in justice to its citizens it can not allow the United States to come into its markets via the parcel-post route without discrimination while the United States denies the same method of communication to one of its largest industries. No other country imposes such a restriction against the Cuban manufacturers of cigars.

"Representatives of the United States Chamber of Commerce and virtually every commercial organization in the United States, exclusive of the tobacco manufacturers, as well as the Secretary of the Treasury and the Postmaster General, advocate the adoption of this legislation, and your Committee is of the opinion that in fairness and justice to Cuba it should pass."

The Camden (N. J.) Courier has the following to say in its editorial columns in reference to the Cuban Parcel-post Bill:

"Cuba wants to be permitted to ship cigars and cigarettes into the States, by parcel post, in lots of less than 3,000, the limit fixed by the Revised Statutes.

"President Coolidge promised the Cuban government such permission would be forthcoming—**but he**

(Continued on Page 12)

Hitch your business to an idea

Keeping a large proportion of customers calling steadily for some particular brand of cigars is the mainstay of every successful cigar business. But how?

It must be a good cigar for the money. And it must be *unvaryingly* good. It must never disappoint—its quality must be the same box after box, day after day. That is undoubtedly the first essential.

But there's something else. And that is fixing the cigar in the smoker's memory—by some individuality, feature, characteristic . . . by an *idea*.

Here's an idea that is selling cigars by the millions: "—It's Ripe Tobacco!" Hitch your business to it. It is associated with every Bayuk brand. It has been driven into millions of smokers' minds. And every mind understands it; knows that *ripeness* in tobacco is the first requisite to goodness. Put any Bayuk brand in or on your showcase and see how often you hear expressions like this: "Oh, yes, ripe tobacco—I'll take some of those."

"It's Ripe Tobacco" is an exclusive Bayuk idea. And Bayuk quality is backing it up . . . a quality made possible by a thirty-year-old determination to make cigars whose sheer goodness would make huge demand certain; and whose huge production, in turn, would lessen manufacturing costs, and raise quality still higher.

That day is here. Sixteen plants in operation and another under construction—they can tell you better than words how Bayuk quality and the ripe tobacco idea are building business for thousands and thousands of retailers.

¬*It's Ripe Tobacco!*

¬*Every Bayuk Cigar*

BAYUK BRANDS BUILD BUSINESS

CHARLES THOMSON HAVANA RIBBON

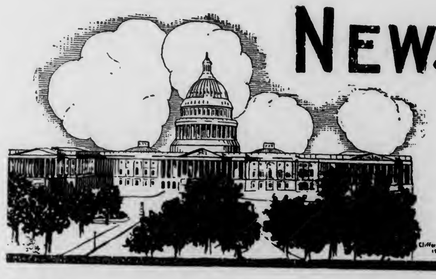
BAYUK PHILADELPHIA HAND MADE

MAPACUBA PRINCE HAMLET

BAYUK CIGARS *Inc.*

PHILADELPHIA

Makers of fine cigars since 1897



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

THE so-called Cuban parcel post legislation, if enacted by the House of Representatives, likely will be seized upon by the Senate as a vehicle for actual tariff amendments, it has been indicated in Congress. This legislation, which seeks to overcome the present prohibition against the entry of cigars from foreign countries in quantities of less than 3,000 per shipment, is desired by the Administration as a "trade" with Cuba whereby the latter will renew her present parcel post agreement with the United States and which she now threatens to abandon if not accorded reciprocal rights.

The bill, introduced in the House by Representative Watson, of Pennsylvania, will soon be presented to the House Rules Committee, but there are indications that the plea for special consideration and protection against amendments from the House floor will not seriously be pressed. Opposition to the measure seems to be mounting and labor is extremely active in seeking to kill the bill. Representative Crisp, of Georgia, seems the only Democrat favoring this bill among the minority members of the Ways and Means Committee, while three Republicans—Representatives Hawley (Ore.), Hadley (Wash.), and Sweet (N. Y.)—among the majority members are opposed to it, support coming from others merely because it has been stated that the President and the Secretaries of the Treasury, Post Office and State Departments want the measure passed.

It is indicated here that the Republicans have been giving a great deal of consideration to the possibilities of properly handling the bill in Congress. There are some among them who say that President Coolidge probably will not be so keen for the measure when it comes to his attention that it is susceptible to amendment with the addition of strictly tariff provisions.

Democratic members of the Senate, in particular, and a number of the Republicans, largely Progressives, are merely waiting a chance to attach to some House bill a tariff rate-reducing rider. Their efforts recently to force the House Ways and Means Committee to take action on tariff legislation came to a farcial end. Since then there has come the threat of the inclusion of tariff provisions in the pending tax bill, the result of which was to "freeze" that bill in committee, with the possibility of there being no tax reduction legislation enacted at this session.

Proponents of the Cuban parcel post measure assert that if enacted there would be no great press of importations as feared by the domestic cigar manufacturing and distributing industries. On the other hand, they point out a vastly larger volume of trade—that of the United States with the Cubans—is menaced.

Opponents of the measure take the view that it will threaten the cigar industry, adding that this already is in bad shape because of the lessening demand for cigars and the growing consumption of cigarettes. They are intent on affording the maximum of protection to the industry.

Another ground for opposition is in the dislike of some members of the Ways and Means Committee to enact legislation which will shift business from one to another American group. They assert that business would be taken from the cigar industry in some degree or other and business brought to the export houses. These facts are to be presented to the Rules Committee when the bill comes before it.

Association Opposes New Tax Bill

Vigorous objections to the pending tax bill are set forth by the National Retail Dry Goods Association, representing 3,000 retailers, large and small, in all parts of the country, in a letter to Senator Reed Smoot of Utah, chairman of the Senate Finance Committee, which has the bill under consideration. A number of the bill's provisions are attacked by the organization.

The new provision for taxing profits on instalment sales would amount to double taxation, and would tend to increase costs to consumers on articles sold on instalments, it is declared. This is characterized as uneconomic because the great effort in instalment selling is to reduce cost to the consumer. The organization also attacked the graduated tax on corporations with net income of $18,000 or less as unsound on the ground that it arbitrarily designates a class of corporations which shall be taxed at very low rates without any economic justification for a distinction.

The retailers' association is particularly opposed to sections overturning the statute of limitations by permitting the reopening of old cases and the assessment of new taxes which have heretofore been barred by the statute of limitations. This represents, it is declared, an abrogation by Congress of a principle heretofore firmly established, recognized and relied upon by both taxpayers and the Government. "If enacted," it was declared, "it will destroy this guarantee and violate flagrantly the principle of ending controversy by limitation. It is an attempt by legislation to nullify decisions of the highest court of our land."

P. M. General Approves New Postal Rate

The proposed new rate for third-class matter as carried in the Griest postal rate bill is given the full approval of the Postmaster General in a letter sent by him to the House Post Office Committee, which is

(*Continued on Page 12*)

MODEL T UNIVERSAL BLENDS FILLERS IN ANY PROPORTIONS DESIRED

TO meet the demand for a long filler bunch machine which will either blend and bunch two types of fillers, or bunch one type of filler only, The Universal Tobacco Machine Company is introducing their Model T Long Filler Bunch Machine. The fillers are blended by mechanical means, eliminating the so-caled "human element," and a much more accurate and uniform blend is secured.

Of interest to all cigar manufacturers is the Company's statement that this machine requires no expert mechanical attention. Its construction combines sturdiness with simplicity. All parts are readily accessible and interchangeable. Several years were devoted to perfecting and simplifying this machine before it was offered to the cigar industry. The result of this effort is a machine that has been developed for efficiency, economy and dependability.

The features of the machine are numerous. For one thing it produces any size or shape bunch, and both right and left hand bunches can be made on it with slight mechanical changes.

It can be used on mold work, or bunches can be rolled fresh by hand direct from the machine. It can be adapted for use in conjunction with automatic rolling machines.

Another important feature is the fact that it assures uniform bunches, both in size and weight, at all times.

A detailed description of the Model T Universal Long Filler Bunch Machine will be found in an advertisement on another page in this issue.

JOSE ARANGO AGAIN HEAD OF TAMPA ASSOCIATION

At the recent annual meeting of the Cigar Manufacturers' Association of Tampa, Fla., Jose Arango, of Jose Arango & Company, manufacturers of the "Cyrilla" and "La Venga" brands, was re-elected president of the association for the fourth consecutive time.

Francisco R. Diaz, of V. Guerra Diaz & Company, succeeds Celestino Vega as vice-president, and A. L. Cuesta was re-elected treasurer.

The following are members of the board of directors: Mariano Alvarez; Thomas Morgan; Leonidas Arango; Liborio Cubillas, and Manuel Prieto.

The secretary and attorney for the association are elected by the board of directors, and remain the same as in previous years.

DEMUTH EMPLOYEES ANNUAL DANCE

On February 7th, the Mutual Welfare Association, composed of employees of Wm. Demuth & Co., "World's largest manufacturer of fine pipes," held their annual dance in the company's plant at Richmond Hill, Long Island, N. Y.

The first event of the evening was a most excellent dinner, which was followed by a talk on "Safety" by Mr. Van Valler, of the Zurich Insurance Company.

Following the dinner and the speeches, music for dancing was furnished by an orchestra composed of Demuth & Co. employees, and between the dancing entertainment features were provided also by employees of the company.

BAYUK CIGARS TO APPEAL ORDER OF FEDERAL TRADE COMMISSION

Action to protect its use of the trade names "Havana Ribbon" and "Mapacuba" has been taken in the United States Circuit Court of Appeals at Philadelphia by the Bayuk Cigars, Inc., following the "cease and desist" order issued by the Federal Trade Commission on February 8.

The Bayuk company will continue to label its products "Havana Ribbon" and "Mapacuba," which it has been using for thirty and twelve years respectively, it was announced through C. Andrade, Jr., a prominent patent lawyer. In the court action to review the Federal Trade Commission's ruling, Mr. Andrade alleges that the order to stop these names was illegal as only the United States Patent Office and the United States Court have authority under the Act of February 20, 1905, to reverse trademark legislation. The names were registered as trademarks with the Patent Office in 1922.

The action of the Federal Trade Commission was based on the contention that the labels "Havana Ribbon" and "Mapacuba" tend to give the impression that the two cigars are composed of Havana or Cuban tobacco. The company stated that the "Havana Ribbon" cigar, 5-cent size, contained only good domestic tobacco, while the "Mapacuba" cigar was more than 40 per cent. Cuban tobacco, with imported Sumatra wrapper, and that neither had ever been sold or advertised as Havana or Cuban, but solely on the basis of their own good quality.

By virtue of the technicalities involved, the case has aroused wide-spread interest in the tobacco trade, many numbers of which appeared before the Commission as witnesses. Some of the leading cigar manufacturers of the country, including the clear Havana cigar makers, testified that although they were competitors of the Bayuk company their own business had never been in any way injured by the use of the two trade names in question, and that they never had the impression that the two cigars were Havana or Cuban. A. Santælla, of New York City, said he had been in the business for forty years and was positive the two trademarks would not cause either dealers or consumers to imagine that the cigars were made of Havana or Cuban tobacco.

One of the points raised by the Commission was that Havana tobacco enjoys a reputation for excellence with the public, but much of the testimony revealed that there is a great deal of inferior tobacco grown in Cuba. Louis Cahn, vice-president of the Consolidated Cigar Corporation, who makes 500,000,000 cigars a year, stated that this contention of the Commission is erroneous, and that the public does not regard Havana cigars as inevitably the best.

"It is simply a matter of individual preference on the part of the smoker," Mr. Cahn stated. "There are just as many people who prefer cigars made of domestic tobacco."

Mr. Cahn's statement was supported by several cigar dealers and brokers, including S. Cohn, a Philadelphia broker who testified that while he does not deal in either "Havana Ribbon" or "Mapacuba" cigars, he smokes them by preference.

One of the points brought out at the hearing was that of all the five-cent cigars sold in the United States less than 300,000 annually are made entirely of Cuban tobacco, a figure that is only a small fractional part of one per cent. of the "Havana Ribbon" sales. It was

(*Continued on Page 16*)

ANTONIO CORTIS

Noted Tenor of Chicago Civic Opera writes:

"To give my best to my public, I must keep my voice in perfect condition, allowing nothing to irritate it. So without the slightest worry, I smoke Lucky Strikes. Also I think they have a superior flavor."

Antonio Cortis

LUCKY STRIKE CIGARETTE

"It's toasted"

No Throat Irritation-No Cough.

News from Congress

(*Continued from Page 8*)

now considering the measure. "It is believed," Postmaster General New declared, "that such a facility would furnish an important means for the distribution of uniform pieces of third-class mail matter which would be in the interest of the business users of the service and should tend to increase the volume of such mail and the revenues therefrom.

"It is very important, however," he pointed out, "that any privilege of the kind should be coupled with a provision of a minimum rate of not less than one cent per piece in order that the Department would not otherwise be compelled to handle at great loss a large number of pieces at low ounce rates of postage."

All of the provisions of the Griest bill, which would make a number of changes in the various rates, have been given the approval of postal officials appearing before the committee.

Acceptance by the postal service of business reply cards and envelopes, postage to be collected upon delivery, was declared to be constructive legislation, having the enthusiastic approval of mail users, and if enacted into law would give impetus to the business of the advertising patrons of the service. Officials of the Department pointed out that advertisers under this provision of the bill would be enabled to stimulate a return to business, which has recently undergone radical changes.

Other provisions of the measure also received the approval of postal officials.

CUBAN PARCEL-POST BILL

(*Continued From Page 7*)

figured without Congress. Special legislation is needed to make good on the government's promise.

"President Wilson made that mistake, and paid a heavy price in having his dearest projects frustrated. Now Cuba says she will not renew the parcel-post agreement, which expires March 1st, unless the law is changed to permit shipment of smokes in small quantities. And the President is very anxious to gain and retain Cuba's friendship.

making small parcel-post shipments direct from Cuba

"It is exceedingly unlikely that the privilege of would interfere with the business of American smoke sellers. Very few customers would care for the bother of writing to Cuba and waiting for their orders to be filled. The corner shop on the way to business is so much more convenient, and you can see what you are buying.

"The House is said to be ready to give the President the legislation he wants, but the opposition in the Senate may take advantage of the opportunity to load the bill with a **rider calling for some tariff items** that would not be acceptable to the President.

"Why, it is almost as complicated as the township-v.-borough situation in Clementon Township which is the only complication we know of more mixed up than international politics in Europe.

"Last year this country sent nearly a million parcel-post packages to Cuba, and Cuba sent only 18,000 to the States. A law adding to the 18,000 won't cut down the million.

"Congress will be playing a mighty small game if it tries to block the President on this little act of friendliness by loading it down with riders."

CANADIAN TOBACCO GROWERS FACE VEXING PROBLEMS

The successful production of tobacco is so dependent upon the reaction of soil and climatic conditions that the history of expansion in the tobacco industry is too often one of over-striving after volume attained at a loss. In any industry the reaction from venturing into unknown fields affects the producer of raw materials first. Thus the British colonies are already beginning to feel the inevitable results of over-production. Stocks of the Empire product have begun to accumulate on British markets, in Canada and in Africa. Trade channels are becoming clogged and the question arises as to whether improved marketing, advertising, legislation or crop reduction will help the most. It is generally conceded among the growers that the latter remedy, though sure, is very slow, consequently appeals for legislation are being made.

In Canada, for instance, an increase in import duty on United States leaf tobacco is sought (according to the Border Cities Star, Windsor, January 7, 1928) and opposed by a member of Parliament for Essex East who recommends co-operative marketing instead. It is pointed out by the Essex member that growers already have a 40-cent protection against American tobacco and that 40 cents is more than Canadian producers want for their tobacco; therefore, why the extra tax? Moreover, the Essex member states that if Canadian leaf is equal to the United States leaf, the growers do not need the protection of $1 per pound which they are asking.

While Canadian growers are requesting legislation toward an increased import duty, Canadian manufacturers are asking a reduction of the import duty on unstemmed cigar tobaccos from 40 cents per pound to 28 cents per pound; and a reduction on stemmed raw leaf tobacco from 60 cents a pound to 42 cents per pound.

Upon one legislative point, however, both growers and manufacturers stand upon common ground; both want large reductions of the internal excise taxes on cigars, cigarettes, and other manufactured forms of tobacco.

Opposition to the co-operative marketing movement was voiced by the head of a prominent firm of leaf tobacco buyers in a recent address to the growers of Southwestern Ontario, according to a report received in the Tobacco Section of the Department of Commerce from Assistant Trade Commissioner J. Bartlett Richards. The buyers' representative maintained that such a move would be doomed to failure as the large British manufacturers would regard it as an attempt to fix prices, and would turn to other parts of the Empire for their supplies of tobacco.

Meanwhile, plans for the formation of a tobacco growers' selling pool for Ontario proceeded and the proposition was placed before them at a meeting in Chatham, Kent County, on January 14, 1928, when 4,000 were present, according to a report from American Consul H. F. Hawley. It was unanimously agreed that action should be taken to form a tobacco pool and that steps for its organization should follow a meeting of the Canadia Tobacco Growers Association of Kingsville to be held on January 24 at Windsor. The proposed pool is to be formed independently of the present Co-operative Association, although it is anticipated the Co-operative will liquidate and be absorbed by the pool.

(*Continued on Page 14*)

THE HISTORY OF TOBACCO

Mr. Thos. J. Oldland, vice-chairman of the N. U. R. T., gave an exceptionally interesting address on the history of tobacco, to the members of the Southgate N. Rotary Club, at their weekly luncheon at the Fox Hotel, Palmers Green, on Monday, January 23d. Few articles in common use, he said, embraced so much that was legendary or even imaginative in their history as the fragrant weed. Its history went back prior to the earliest known civilization.

We, in the old world, owed the pleasure we derived from the use of tobacco to that great navigator, Christopher Columbus who, despite the current theory that the world was flat, believed it to be round, and set off on unknown seas in 1492, with a fleet of three small ships, with a total crew of 120, to try to sail 'round to Japan. They reached the islands of San Salvador and Cuba, and there they found the natives addicted to the habit of inhaling smoke from a roll of dried leaves. From this developed the modern cigar, and from Cuba we still obtain the best tobacco for that purpose. It was not certain who was the first European to bring the plant to Europe. It might have been either Fernandez Cortez, Sir Francis Drake or Hermondez de Toledo, but it was generally agreed that in 1558 Francisco Fernandez, a Spanish physician, who had been sent to Mexico by Philip II to report on the resources of that country, brought some seeds to Spain, and it was grown as an ornamental garden plant. Jean Nicot, Lord of Villerain, was sent as an ambassador to the Portuguese Court in 1559, and purchased at Lisbon some seeds which a merchant had brought from Florida. He returned to France and presented the Queen with some plants. Mr. Ralph Lane, the first Governor of Virginia, was credited with being the first Englishman to smoke. He brought back with him supplies of the weed, and the apparatus for smoking it. He presented a pipe and supplies to Sir Walter Raleigh. The fashion of smoking spread rapidly, not only in Europe, but it penetrated to Persia, India, Siam, China, and other Oriental countries. Queen Elizabeth took advantage of the fashion, and levied the first tax of twopence in the pound (weight). Then came James I, who showed such antipathy towards its use, that he levied a tax of 6s. 10d. in the pound, and advised his subjects that if they smoked they would draw upon themselves the vengeance of the Almighty, and ruin their health.

English farmers started cultivating it in England, but James I's ideas were carried on by the Charleses, and in the reign of Charles II an Act of Parliament was passed prohibiting the planting and growing of tobacco in England and Ireland. This Act was not repealed until as recently as the session of 1909-10. The Puritans had the same antipathy to tobacco, and Oliver Cromwell said that to grow tobacco was a misuse of the soil, and gave orders to his troopers to destroy all crops of it found growing. The form of smoking which became so popular in the Great War—the cigarette—was originally a war invention. It was during the Crimean, about 1865, that English and Russian soldiers found they could get Turkish tobacco, and the French paper manufacturers supplied the first cigarette papers, and the habit of cigarette smoking started.

The modern tobacconist not only sold tobacco, but acted as an unpaid tax collector for the Government. Some idea of the extent of the industry could be gathered from the fact that, while a license cost 5s. 3d. per

(*Continued on Page 14*)

ROCKY FORD
CIGARS

LONG FILLER
Imported . . . Sumatra
. . . Wrapper.

A real five cent cigar is back in town . . . Quick sellers and sure repeaters . . . P. Lorillard Company, Inc., 119 West 40th St., New York.

TOBACCO TRADE ORGANIZATIONS

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LEAF TOBACCO HELD BY MANUFACTURERS AND DEALERS

January 1, 1928 and 1927

THESE statistics represent the quantity of leaf tobacco reported as held (1) by manufacturers who, manufactured during the preceding calendar year more than 50,000 pounds of tobacco, 250,000 cigars, or 1,000,000 cigarettes; (2) by all registered dealers in leaf tobacco; and (3) all imported leaf tobacco in United States bonded warehouses and bonded manufacturing warehouses.

	Pounds of Leaf Tobacco on Hand —January 1—	
	1928	*1927*
Aggregate	1,920,652,458	1,841,645,426
Chewing, smoking, snuff, and export types: Total	1,519,935,181	1,416,412,271
Burley	438,267,434	469,811,451
Dark Dist. of Ky. and Tenn. Total	244,712,723	239,246,175
Dark fired of Clarksville, Hopkinsville, and Paducah Districts	150,327,664	132,339,517
Henderson	7,693,666	6,144,636
Green River	47,878,145	54,161,175
One Sucker	38,813,248	46,600,847
Virginia Sun Cured	6,504,188	5,482,118
Virginia Dark	57,000,273	53,064,773
Bright Yellow Dist. of Va., N. C., S. C., and Ga.	756,534,612	628,573,540
Maryland	15,314,072	18,698,959
Eastern Ohio Export	1,501,265	1,375,471
All other domestic, including Perique-Louisiana	100,614	159,784
Cigar types: Total	300,542,678	353,973,185
New England, including Connecticut: Total	82,078,753	92,461,437
Broad leaf	32,827,347	40,278,384
Havana seed	40,888,822	43,524,247
Shade grown	8,362,584	8,658,806
New York	2,672,693	3,782,611
Pennsylvania	71,516,064	89,708,025
Ohio	48,420,320	62,490,195
Wisconsin	69,924,744	82,780,924
Georgia and Florida	4,461,266	4,087,908
Porto Rico	21,425,830	18,576,590
All other domestic	43,008	85,495
Imported types	100,174,599	71,259,970
Reported as—		
Marked weight (i. e. wght. at time packed)*	1,575,277,577	1,483,270,194
Actual weight	345,374,881	358,375,232
Unstemmed	1,714,861,950	1,688,010,691
Stemmed	205,790,508	153,634,735

*Allowance should be made for shrinkage on the amounts for which "Marked weight" was reported, in order to ascertain the actual weight.

UNITED DRUG-STERLING MERGER APPROVED

At a meeting of the stockholders of the United Drug Company, the plan to merge with the Sterling Products Company was approved by approximately 75 per cent. of the stockholders. 295,643 shares were voted in favor of the plan out of the 395,274 entitled to vote. Only eighty-two shares were voted against the merger.

MANNIE PEREZ IN NEW YORK

Mannie Perez, of Marcelino Perez & Company, of Tampa, is spending some time in New York City. He expects to leave this week for a trip about the country in the interest of his brands, "Tuval," "Redencion," etc. Mannie reports business on his brands during January this year showed a gratifying increase over the same month of last year.

CULLMAN RE-APPOINTED COMMISSIONER OF PORT OF AUTHORITY

Howard S. Cullman, of Cullman Bros., Inc., leaf tobacco dealers of New York City, who has been a member of the Port of New York Authority for the past year, has been re-appointed by Governor Al Smith for a term of three years.

CANADIAN TOBACCO GROWERS

(Continued from Page 12)

The situation among the growers of Western Ontario was reported by American Consul Emil Sauer to be serious at the close of 1927, owing to the failure of the producers to market their crops. For some time the production of tobacco has been most profitable with the result that farmers have in many cases abandoned other lines in order to produce tobacco on a large scale. Prices have declined, however, until light tobaccos which were selling for 45 cents and 50 cents in 1926 were bringing little more than half as much at the close of 1927. The year closed with an unmarketed surplus of 7,000,000 pounds of leaf in Ontario. In view of the Government plan designed to encourage the growing of tobacco to replace the acreage devastated by the corn borer, the Government was asked to assist and a special survey of the subject is being made by the Minister of Agriculture.

HISTORY OF TOBACCO

(Continued from Page 13)

annum, £114,294 was collected in licenses alone last year, and this army of collectors obtained £53,857,529 17s. 1d. in customs and excise duties. The British smoker need have no fear as to the purity of his supplies. Their great tobacco factories were models of cleanliness and sanitation. Laws forbade adulteration, and Government inspectors saw that these laws were enforced. They had many trade associations, manufacturers' and wholesalers', and the National Union of Retail Tobacconists, of which he had been on the London Committee for some years, and had recently been elected vice-chairman. All these associations combined to support a large charitable organization. At the close of his address, Mr. Oldland was heartily thanked. Wreaths of tobacco smoke filled the room in which his listeners were assembled.—*"Tobacco," London.*

WHY BRITISH-AMERICAN ENTERED UNITED STATES

AT the annual meeting of the British-American Tobacco Company, Ltd., London, England, held January 16th, at its offices there, the Chairman stated: "I think it will interest you to know that we have purchased in the United States of America, a small business, Brown and Williamson, Inc., which is a business carried on in the southern part of that country.

"Your board felt that we ought to make a beginning, however small, in a country as rich and as prosperous as the United States of America.

Growth of the Enterprise

"At the end of last September we completed the first twenty-five years of the company's operations, and it may be of interest to shareholders if I depart somewhat from our usual procedure and give a little *résumé* of the growth of their enterprise.

"This company was formed in September, 1902, with a capital of £6,000,000, divided into 1,500,000 five per cent. preference shares of £1 each and 4,500,000 ordinary shares of £1 each.

"At that time the offices of your company were at Cecil Chambers, Strand, and it is interesting to look back and remember that in our first month's trading we made a net loss of some £10,000, and our first year's earnings resulted in a net profit of £140,000.

"By September, 1912, our profits had grown to £1,981,159 and our capital was then 6,500,000 ordinary shares and 4,500,000 preferential shares.

"From that time we have been fortunate in having almost uninterrupted increase in prosperity, and today with an issued capital of £27,999,606, divided into 23,499,606 ordinary shares and 4,500,000 preference shares, we have a net profit of £6,354,095 17s. 5d. (approximately $31,000,000).

Important Shareholding

"Whilst when the company was incorporated its operations consisted mainly—although not entirely—in the export of goods from England and America to foreign countries, today, the most important end of the company's business is its shareholding in companies operating in other countries.

"Today we have upwards of 120 subsidiary and allied undertakings in which we are large shareholders, and we and those companies employ upwards of 75,000 people.

"If you will consider the number of these subsidiary and allied undertakings it will help you to understand how our profits are arrived at. You will realize that those profits are derived not from an excessive margin of profit on a small amount of business but from a small margin of profit on a large volume of business.

"I venture to think that this is a record of which any company can be justly proud, and I hope that we are still on the upward path and that when my successor comes to address you on our fiftieth anniversary he may have an equally pleasant story to tell."

OLDEST EXHIBITOR AT SHOW

Jacob H. Hostetter, 87 years old, of Lancaster County, Pa., was probably the oldest exhibitor at the recent State Farm Products Show. He has been exhibiting tobacco and winning prizes in every one of the State Shows and has been growing tobacco in his county for 67 years. "It pays to have a good soil and to keep it well fertilized," he said, when asked how he was able to raise such high yields of tobacco on the same farm since 1860.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

made good

LA PALINA

CIGAR

BAYUK TO APPEAL F. T. C. ORDER

(*Continued from Page 10*)

revealed at the hearing that the Bayuk company now spends about $200,000 a year in advertising the two cigars.

On the strictly legal side of the case the Bayuk company maintains in its petition for review to the United States Federal Court that the Patent Office in registering the two trademarks in question recognized definitely that the names were neither descriptive of the products or geographical, but merely coined words. Inasmuch as the two trademarks are used under specific authority of the Patent Laws which prohibit the registration of descriptive or geographical names, such as Havana Cigar or Cuban Cigar as distinct from Havana Ribbon and Mapacuba and since under the law everyone is presumed to know the law the petition avers it is legally impossible for the consumer to get a wrong impression in the present instances.

The sanctity of the word "Havana" as a trade name for cigars must be observed, the industry is warned by the Federal Trade Commission in issuing an order requiring Bayuk Cigars, Inc., to cease and desist from the use of the word on cigars manufactured of tobacco not grown on the island of Cuba. The company is also required to desist from the use of the word "Mapacuba" as a brand name for cigars not composed either in whole or in part of Cuban tobacco, and that brand may be used on cigars partly of Cuban tobacco only when immediately followed "by a word or words in letters equal or greater in size, visibility and conspicuousness" clearly indicating that the cigars are not made entirely of Cuban tobacco.

The order also provides that the company shall not use a pictorial arrangement of the flag, emblem, insignia or coat-of-arms of the Republic of Cuba, map of Cuba, Cuban tobacco fields, City or Harbor of Havana, to advertise cigars not composed either wholly or in part of Cuban tobacco, and that it shall not use such depictions to describe cigars composed partly of Cuban tobacco unless accompanied by words in conspicuous type explaining that fact.

Bayuk Cigars, Inc., it is explained by the Commission in its findings, was organized in 1920 as a corporation to manufacture, sell and distribute cigars wholesale and retail with principal offices in Philadelphia and 11 cigar factories situated in New York, New Jersey and Pennsylvania, and six jobbing houses in the cities of New York, Philadelphia, Detroit, Flint, Grand Rapids and Indianapolis. In the last several years its average annual production and sales have exceeded 200,000,000 cigars.

The Commission in its findings describes the two brands of cigars forming the subject of the complaint against the company as "Havana Ribbon," generally advertised at a price of five cents retail as well as a larger size at eight cents or two for fifteen cents, and "Mapacuba," selling for ten cents, two for a quarter and fifteen cents each, depending on sizes or shapes. It was found that the annual sales of "Havana Ribbon" are more than 77,000,000 cigars while more than 15,000,000 of the "Mapacuba" brand are sold in a year.

During the Commission's prosecution of the complaint against Bayuk Cigars, Inc., numerous witnesses were called to testify as to the meaning of the term "Havana" when used to describe tobacco and it was brought out that "Havana" has been a synonym for tobacco grown on the island of Cuba since the time of Columbus.

The Commission's order to cease and desist as served upon Bayuk Cigars, Inc., is worded as follows:

IT IS NOW ORDERED, That respondent Bayuk Cigars, Inc., its officers, directors, agents, representatives, servants and employees cease and desist, in connection with the sale and distribution of cigars in interstate commerce,

(1) From using the word "Havana," or other word or words of similar import, alone or in conjunction with the word "Ribbon," or other word or words, as or in a brand name for or as descriptive of any such cigars which are not composed entirely of tobacco grown on the island of Cuba;

(2) From using the word "Mapacuba," or other word or words of similar import, as or in a brand name for or as descriptive of any such cigars which are not composed in whole or in part of tobacco grown on the island of Cuba;

(3) From using the word "Mapacuba," or other word or words of similar import, as or in a brand name for or as descriptive of any such cigars which are composed in part only of tobacco grown on the island of Cuba, unless said word be immediately followed and accompanied by a word or words in letters equal or greater in size, visibility and conspicuousness, clearly and unequivocally indicating or stating that such cigars are not composed wholly, but in part only, of tobacco grown on the island of Cuba;

(4) From using a depiction simulating the flag, emblem, insignia or coat-of-arms of the Republic of Cuba, map of Cuba, Cuban tobacco fields, City or Harbor of Havana, Cuba, or depiction of similar import, in the advertising, branding, or labeling of any such cigars which are not composed in whole or in part of tobacco grown on the island of Cuba;

(5) From using a depiction simulating the flag, emblem, insignia or coat-of-arms of the Republic of Cuba, map of Cuba, Cuban tobacco fields, City or Harbor of Havana, Cuba, or depiction of similar import, in the advertising, branding or labeling of any such cigars which are composed in part only of tobacco grown on the island of Cuba, unless such depiction be accompanied by a word or words of equal or greater visibility and conspicuousness, clearly and unequivocally indicating or stating that such cigars are not composed wholly, but in part only, of tobacco grown on the island of Cuba;

(6) From representing in any other manner whatsoever that any of said cigars contain or are composed in whole or in part of tobacco grown on the island of Cuba, when such is not true in fact.

"The tobacco grown on the island of Cuba has since the days of Columbus borne the name 'Havana,' the tobacco no doubt having taken the name of the City of Havana where it was first manufactured into cigars and from which such cigars and the tobacco have been exported to all parts of the world as Havana tobacco and Havana cigars," said Henry Miller, the commission's attorney, in his brief of the case.

"Cuba has the distinction of being the first place where the smoking of cigars was discovered by civilized man. Columbus discovered that the natives of the island were smoking the tobacco and he took some back to Europe. The Spaniards quickly recognized the commercial value of the weed and immediately began its cultivation and manufacture into cigars in Havana, Cuba.

"The excellence of the Havana or Cuban tobacco was such that the trade grew so rapidly that the manufacturers, who were all at that time located in Havana,

(*Continued on page 17*)

WHO USES ALL THE SNUFF?

According to Government figures there were 31,151,900 pounds of snuff sold in this country last year, but to many people it is an astounding figure, as it is a rare sight in these times to see a person "taking snuff."

There is a blind man on an up-town corner in Philadelphia, who sells newspapers, that we have seen "take a pinch of snuff" occasionally as we have been passing, but he is the only person we have seen indulge in this ancient pastime for many years.

However, this country is made up of people from many countries of the globe and it is quite possible that in certain localities the old custom of passing the snuff box around is still a common occurence, and, indeed, such must be the case, otherwise what is done with this tremendous amount of snuff produced and sold?

DEFENSE OF MISS ROYDEN HITS DR. NEWTON

An address scheduled to be given by the Rev. Dr. Joseph Fort Newton, rector of St. Paul's Protestant Episcopal Church, Overbrook, Pa., at the opening session of the Methodist Council of Home Missions of the Philadelphia Area next week, has been cancelled at Dr. Newton's request, following criticism by Methodist Preachers of his defense of Miss Royden's smoking.

Clarence D. Antrim, president of the Philadelphia City Missionary Society, said last week that Dr. Newton's engagement to address the Council had been definitely canceled. "We Methodists try to be consistent and we have no time for smoking . . . women," he said.

NO BRITISH AMERICAN WAR

Sir Hugo Cunliffe Owen, chairman of the British American Tobacco Company, on his arrival in this country last week from England on his annual visit, stated that his company had no intention of waging a tobacco war with the American interests, since they had a minor interest in the industry in this country and were satisfied, and it would be ridiculous to attempt to compete against the tobacco manufacturers in the United States.

He also stated "Our various interests are showing satisfactory progress. Business is good and we are optimistic."

FLANIGAN LEAVES FOR LARRANAGA

J. V. Flanigan, who has been connected with the "Por Larranaga" factory, of Havana, for a number of years, has severed his connection with that factory.

BAYUK TO APPEAL F. T. C. ORDER

(*Continued from Page 16*)

Cuba, were unable to keep up with the demand. Havana became the cigar manufacturing center of the world and the tobacco and cigars were marketed under the name Havana.

"Cuban tobacco, because of its distinctive aroma and mildness, has always been considered the finest tobacco in the world for cigars, and cigars made from such tobacco have the reputation among the consumers and the trade as being the finest produced. This reputation has existed for more than 300 years and has never been equalled or excelled by any other tobacco."

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

JOBBERS WANTED

SALESMEN CALLING ON CIGAR, DRUG AND DEPARTMENT STORES. Beautiful cigarette chests and humidors. Brand new. Sells on sight. Big Commissions. Act quick. Motto Guild, 5712 Armitage, Chicago, Ill.

SITUATION WANTED

SUPERINTENDENT—LONG SERVICE WITH BIG COMPANY who make successful cigars. Would like to hear from good company or firm. Practical cigarmaker. Hand work, suction or fresh-work machines. Address Box 511, "The Tobacco World."

GENERAL ALL AROUND EXPERIENCED FACTORY MAN desires position. Thoroughly experienced on all makes of automatic machinery. Address Box 512, "The Tobacco World."

BUSINESS OPPORTUNITY

A-1 EXPERIENCED INSIDE MAN WITH CAPITAL DEsires partner with capital to enter cigar manufacturing. One with local Philadelphia selling experience preferred. Apply Box 515, "The Inc., New York, N. Y., on January 21, 1928.

The Tobacco World

Established 1881

VOLUME 48 FEBRUARY 15, 1928 No. 4

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

H. B. FRANKLIN & CO.'S BANKER'S SPECIAL:—45,135. For all tobacco products. December 17, 1927. H. B. Franklin & Company, Chicago, Ill.

EL CHARDA:—45,149. For cigars. October 1, 1928. David L. Olster, Philadelphia, Pa.

PORT OF ALBANY:—45,141. For cigars. January 29, 1928. Metzner Brothers, Albany, N. Y.

SOUTH O'MARKET:—45,142. For cigars. January 31, 1928. F. F. Franklin, San Francisco, Cal.

RE-REGISTRATIONS

GOLDEN HALL:—45,143. For cigars, cheroots, cigarettes and tobacco. Registered January 30, 1928. Robert E. Lane, New York, N. Y. (Originally registered on April 29, 1905.)

THE CURB:—45,144. For cigars. Registered January 30, 1928. Robert E. Lane, New York, N. Y. (Originally registered on October 20, 1902.)

ARCADIAN:—45,145. For cigars, cigarettes, cheroots. Registered January 30, 1928. Robert E. Lane, New York, N. Y. (Originally registered on April 2, 1903.)

MARIETTA:—45,146. For cigarettes, tobacco, cigarros, cheroots. Registered January 30, 1928. Robert E. Lane, New York, N. Y. (Originally registered on January 6, 1897.)

NEW YORK STOCK EXCHANGE:—45,147. For cigars, tobacco and smokers' articles. Registered January 30, 1928. Robert E. Lane, New York, N. Y. (Originally registered by Wm. H. Jobelmann's Son, New York, N. Y., on March 19, 1895, who had transferred same to Robert E. Lane, on October 11, 1899.)

NEW YORK PRODUCE EXCHANGE:—45,148. For cigars. Registered January 30, 1928. Robert E. Lane, New York, N. Y. (Originally registered by James Brussel & Company, New York, N. Y., on June 7, 1882, who had transferred same to Robert E. Lane, New York, N. Y., on October 16, 1902.)

TRANSFERS

SAGAMONT:—29,248 (Trade-Mark Record). For cigars. Registered by Klingenberg Brothers, New York, N. Y. Transferred to D. Emil Klein Cigar Company, New York, N. Y., and re-transferred to Fred N. Grafer, of New York, N. Y., January 21, 1928.

LAGIMA:—10,665 (Patent Office). For cigars. Registered December 21, 1903, by Edward J. Lubovitz, New York, N. Y. Transferred to Jose Ocasio & Joseph Polacsek, January 26, 1928.

HOYO DE MANHATTAN:—45,139. For cigars. Registered January 26, 1928, by Gradiaz, Annis & Company, Tampa, Fla. (This certificate is issued upon presentation made to us that the trade-mark or trade-name herein specified, though apparently not heretofore registered in any of our affiliated bureaus, has been acquired by the registrant by a transfer from Eugene Vallens Company, Inc., New York, N. Y., on January 21, 1928.)

CIGS:—45,140. For all tobacco products. Registered January 16, 1928, by Pepperberg Segar Company, Lincoln, Nebr. (This certificate is issued upon presentation made to us that the trade-mark or trade-name herein specified, though apparently not heretofore registered in any of our affiliated bureaus, has been acquired by the registrant by a transfer from Ed. Young (Cigar Company), Lincoln, Nebr., January 12, 1928.)

CORRECTED PUBLICATION

OLD CONNECTICUT BROADLEAF:—45,137. For chewing tobacco only. Registered December 14, 1927. James C. Terrett, Westfield, Mass.

OLD CONN. BROADLEAF:—45,138. For chewing tobacco only. Registered December 3, 1927, by James C. Terrett, Westfield, Mass.

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

CUBAN TOBACCO NOTES

Cutting has begun on a small scale in the various tobacco sections of Cuba, but the peak of the harvesting will not be reached until the latter part of January and early February, states American Consul General L. J. Keena, in a report to the State Department dated January 12 and released by the Tobacco Section of the Department of Commerce. Early cutting, such as is now going on, takes place every year and is restricted to a small portion of the crop which either by early planting or rapid growth matures before the larger part of the crop.

The dry weather in the Vuelta Abajo section or in Pinar del Rio Province, has continued with an injurious effect on the non-irrigated part of the crop. Unless it rains within the period of a week or two, appreciable harm will result.

In the Remedios section, Santa Clara Province, a drought in the southern half was recently broken by moderate rains. It is reported that the first cutting is assured by these rains but that additional rainfall is necessary to mature satisfactorily the leaf of the second cutting. The first cutting yields "capaduras" and the second "principoles." If predictions come true this will be the first crop to produce good "capaduras" for several years.

The entire crop of 1927, which was estimated at a little over 400,000 bales, will apparently be exceeded this year, judging from the present stage of the crop.

Exports of leaf tobacco from Cuba during the year 1927 amounted to 20,215,674 pounds, 11,094,593 pounds of which were stemmed. Exports of cigars during the year amounted to 394,184 pounds.

SENATOR WINS BET ON GIRLS SMOKING

Following a wager by a Senator at Washington and a member of Congress to the effect that more girls would be found in the offices of Senators who smoked than would be found in the offices of the members of the House, an unusual census was taken which revealed that 16 per cent. of the women in the Congressmen's offices smoked while only 10 per cent. of the women employed in Senators' offices smoked.

The Senator won the wager, but the names of the bettors were not disclosed.

John J. Rogers, president of Otto Eisenlohr & Bros., Inc., is making a short visit to the headquarters of the Webster Cigar Company, in Detroit. Mr. Rogers expects to return to Philadelphia on Thursday.

BUYERS' GUIDE

CIGAR BOXES

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MANUFACTURERS OF HIGH GRADE CIGAR BOXES
CEDAR, SAW AND PLANING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
ESTABLISHED 1873.
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637-641 EAST 17 ST. NEW YORK.

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

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TOBACCO WORLD

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
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Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

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WINDOW TRANSPARENCIES
Quality Service
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Rail Road Mills Snuff, Est. 1825
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ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
Manufactured by
GEORGE W. HELME CO.
111 Fifth Avenue, New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

MANILA CIGAR DIRECTORY

For further information apply

MANILA AD AGENCY (C. A. BOND, Mgr.) 15 WILLIAM STREET, NEW YORK

LA GERMINAL
Factory No. A-4-1.
Brands
GERMINAL LOS ANGELES
Agent, WOOLLEY & CO., INC.
1113 Third Ave., Seattle

LA FLOR DE ISABELA
Factory No. A-4-2
Brands
ISABELA NEVANDA
Western Territory, J. B. HAVRE & CO.
200 Bush Street, San Francisco

LA FLOR DE ISABELA
Factory No. A-4-2
Brand
ISABELA
Eastern Territory, CA. GRAL DE TABACOS DE FILIPINAS
80 Wall Street, New York

LA INSULAR
Factory No. A-4-3
Brand
LA INSULAR
Agent, A. M. MacLEOD
163 Second Street, San Francisco

LA ALHAMBRA
Factory No. A-4-5
Brand
ALHAMBRA
Agent, H. L. JUDELL & CO.
334 Sacramento Street, San Francisco

LA PAZ Y BUEN VIAJE
Factory No. A-4-6
Brands
BOLANO C. G. PAQUITA
Agent, LYON, COWDREY & WILSON
17 Battery Place, New York

EL ORIENTE
Factory No. A-4-7
Brand
FIGHTING BOB
Western Agent, H. L. JUDELL & CO.
334 Sacramento Street, San Francisco

EL ORIENTE
Factory No. A-4-7
Brands
FIGHTING BOB
CLAY MONTAGUE
Eastern Agent, LYON, COWDREY & WILSON
17 Battery Place, New York

LA MARIA CRISTINA
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Brands
MARIA CRISTINA AMIRALA
LA CALIDAD LA MEROLA
MANILA PLANTERS
Agent, HENRY W. PEABODY & CO.
17 State Street, New York
64 Pine Street, San Francisco

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Factory No. A-4-42
Brands
LA MINERVA LA ATHENA
REPUTACION FIDELIS
WATT & CO. FLOR DE CAWAYAN
Agent, E. M. ELAM
304 Santa Marina Building, San Francisco

LA PRUEBA
Factory No. A-4-87
Brand
LA PRUEBA
Western Agent, HENRY W. PEABODY & CO.
64 Pine Street, San Francisco

LA PRUEBA
Factory No. A-4-87
Brands
LA PRUEBA FOREMOST
LA CORREGIDORA ATTONA
Eastern Agent, HORACE R. KELLY & CO., INC.
229 Fulton Street, New York

LA INSULAR
Factory No. A-4-3
Brand
PONGEE
Agent, M. F. D. SCANLAN
Wayne, Pa.

LA FLOR DE INTAL
Factory No. A-4-193
Brands
MAGALLANES PUNTACIMA
LA FLOR DE INTAL
Eastern Agent, SIDNEY J. FREEMAN & SONS
73 Warren Street, New York

LA FLOR DE INTAL
Factory No. A-4-193
Brand
LA FLOR DE INTAL
Western Agent, HENRY W. PEABODY & CO.
64 Pine Street, San Francisco

KATUBUSAN
Factory No. A-4-297
Brand
KATUBUSAN
501 Claval, Manila, P. I.

LA YEBANA
Factory No. A-4-331
Brands
LA YEBANA
Agent, A. M. MacLEOD
163 Second Street, San Francisco

LA YEBANA
Factory No. A-4-331
Brands
CRANES IMPORTED
MANILA BLUNTS
MANILA STUBS
Agent, HOUSE OF CRANE
Indianapolis, Indiana

LA EMPERATRIZ
Factory No. A-4-395
Brands
LA EMPERATRIZ
FLOR DE LUZON
Agent, EDWARD JEUTHER
Successor, H. OTTENBERG
146 Front Street, New York

LA CONCHITA
Factory No. A-4-451
Brand
LA CONCHITA
931 Juan Luna Manila, P. I.

LA LUNETA
Factory No. A-4-484
Brands
VAMP COLON LA FRANCES
LA LUNETA MARCELLA
Owners, PHILIPPINE TOBACCO CO.
253 Broadway, New York

PERLA DE FILIPINAS
Factory No. A-4-516
Brands
KELLY'S IMPORTED H. R. K.
MANILA DE LUXE LA MESA
IMPORTED GEORGE IV
LA PERLA DE FILIPINAS
NON PLUS ULTRA
Agent, HORACE R. KELLY & CO., INC.
229 Fulton Street, New York

LA TRINIDAD
Factory No. A-4-618
Brands
ENTONA EL PRESO
Agent, COHN BROS. CIGAR CO.
325 W. Madison Street, Chicago

MERITAS
Factory No. A-4-647
Brand
MERITAS
Agent, MERITAS COMMERCIAL CO.
11 Water Street, New York
874 Walnut Street, Alameda, Calif.

HELENA
Factory No. A-4-649
Brands
REYNALDO AMORIFE
KNOWLEDGE
Owners, S. FRIEDER & SONS CO.
S. E. Cor. Third & Main Streets, Cincinnati
413 E. 34th Street, New York

LA COMMERCIAL
Factory No. A-4-671
Brand
LA COMMERCIAL
Malabon, Rizal, P. I.

MANILA CIGARS ARE HAND MADE, LONG FILLED

Philippine Tobacco is Mild and Burns Perfectly

MARCH 1, 1928

VOLUME 48 No. 5

THE TOBACCO WORLD

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A MAN SMOKES AS HE EARNS

Every pocketbook has its limitations and a man cannot be made to pay more for cigars—no matter what their quality—than his means allow.

Sensing this, manufacturers of the popular brands are giving to smokers, a smooth-burning, taste-satisfying, mild cigar at a moderate price. The continued increase in their sales have shown the wisdom of this step in production; made possible only by the use of Porto Rican tobacco either straight or as a part of a blend.

Porto Rican leaf is today more widely used than any other in the manufacture of successful brands. It has been found to give to a cigar that certain body, fragrance and mildness that is so pleasing to American smokers; and because it is imported duty-free, it can be produced economically and within the means of the average smoker.

You, too, can profit from the use of Porto Rican tobacco, that mild, aromatic, free-burning leaf, grown under modern methods, harvested to meet the demands of the American market, and packed and shipped as you want it.

The Government of Porto Rico, as a protection for all buyers of its genuine native tobacco, requires that a Guarantee Stamp be affixed to all tobacco or tobacco products originating in Porto Rico. Look for these stamps in all your purchases.

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDAÑA, Agent New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

HOW TO PACK CIGARS TO HELP THEIR SALE

THE size, shape and color of cigars are features that play an important part in their sale.

There is no better way to attract smokers who are particular about these points than to keep your cigars fully in view, for approval and comparison.

Let the customer see the sales points of your brands (size, shape and color) at a glance . . by packing your cigars in WOODEN BOXES.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

Volume 48 — Number 5

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, MARCH 1, 1928 — Foreign $3.50

CLARK LIGHTER COMPANY, INCORPORATED

THE pocket lighter, one of the most useful of tobacco accessories, which since the war has definitely come into its own as both an article of utility and jewelry, is for the first time to be financed in Wall Street.

A syndicate of New York bankers, headed by Lage & Company, and Hemphill, Noyes & Company, has underwritten and disposed of privately an issue of 50,000 shares of Clark Lighter Company, Incorporated, a company formed under the laws of the State of Maryland to take over the assets, business and good-will of W. G. Clark & Company, Incorporated, the concern that for forty-six years has specialized in the manufacture of men's jewelry and produces the well-known Clark lighter.

The stock issued by the new company consists of convertible A stock of no par value, redeemable as a whole at $42.50 per share, plus dividends, on thirty days' notice and has a liquidation value of $42.50 per share, plus dividends, before distribution is made to the common stock.

ALLEN VICE-PRESIDENT OF UNITED

A. C. Allen, for many years in charge of the purchasing of the merchandise sold in the United Cigar Stores, has been elected executive vice-president of the company.

Mr. Allen has been associated with the United Cigar Stores Company for practically twenty-five years, is thoroughly familiar with every phase of the business, and is receiving the congratulations and best wishes of his many friends over this well merited promotion.

The annual meeting of the stockholders of the General Cigar Company, Incorporated, is scheduled to be held today (March 1st) at eleven o'clock A. M., at the offices of the company, 119 West Fortieth Street, New York City.

MAZER-CRESSMAN NEWARK FACTORY CLOSED

The cigar factory of the Mazer-Cressman Cigar Company, located at Newark, O., has been closed permanently and the cigars formerly made in this factory will be produced in some of the other factories of the company.

The Newark factory has been closed for some time and an inventory was being taken with the expectation that the factory would be re-opened in the near future.

"OLD GOLD" SELLING 18,000,000 A DAY

ACCORDING to the *Wall Street Journal*, January sales of "Old Gold" cigarettes, manufactured by the P. Lorillard Company, averaged 18,000,000 a day, as compared with 20,000,000 a day in November, 1927, which was the peak month and also the month when considerable buying was done by jobbers in expectation of holiday business, and 16,000,000 a day in December. In view of the fact that the average per day in July of last year was only 12,000,000, this increase in daily sales is very encouraging.

Last year the P. Lorillard Company spent approximately $6,000,000 for advertising "Old Gold" cigarettes and it is anticipated that this sum will probably be exceeded this year.

COMMITTEE FORMED TO WORK OUT DISSOLUTION OF TOBACCO PRODUCTS

A committee headed by Thomas F. Ryan, as chairman, with full power to work out a plan for the dissolution of the Tobacco Products Corporation, subject to the approval of the stockholders, has been formed, according to an announcement by George J. Whelan, president of the corporation.

Other members of the committee are: Albert H. Wiggin, chairman of the Chase National Bank; William C. Potter, president of the Guaranty Trust, and C. A. Whelan, president of the United Cigar Stores Company, of America.

The Tobacco Products Corporation is a holding company, as The American Tobacco Company has leased all its brands for a period of ninety-nine years.

TOBACCO PRODUCTS EARNINGS

Earnings of the Tobacco Products Corporation for the year 1927 are reported as equivalent to $7.20 a share on the common stock after Class "A" dividends, as compared with $11 a share in 1926.

Net profit for the year was $7,888,279 as compared with $10,289,528 for the previous year. Surplus, after dividends, was $1,290,473, as against $2,638,041 at the end of 1926.

VUELTA ABAJO CROP SHORT

On account of consistently unfavorable weather in the Vuelta Abajo district in Cuba, the 1928 crop of this tobacco is now almost certain to be much less than the 1927, also the quality will not be up to the usual high standard.

WEMYSS DEVOTING TIME TO BENEFIT JOBBERS

GEORGE J. WEMYSS, of Boston, has been devoting considerable of his time and effort in a determined way to assist the Cigar and Tobacco jobber in solving his problem, and a short time ago filed a brief with the investigating committee of the Federal Trade Commission setting forth the many trials and tribulations of the jobber.

Up to January 1 this movement was sponsored and financed solely by a few Boston jobbers. On December 6 a meeting of the leading jobbers from various centers in the East and Middle West placed the seal of approval on the work being followed up by Mr. Wemyss promissing support both financial and in a co-operative spirit.

It was decided that this work could be done best and most efficiently by an individual thoroughly conversant with the subject. In the short space of one month Mr. Wemyss brought this subject forcibly and very intelligently to the attention of a large number of Congressmen and Senators as well as the Federal Trade Commission. Mr. Wemyss is at present working and devoting all his time in the interest of the jobber and small retailer advising both those branches of the business as to how a change can be effected from present conditions.

Since January 1 he had addressed meetings of jobbers in various centers: Chicago, Detroit, Pittsburgh, Philadelphia, Boston, etc., and in the most conclusive manner convinced the jobbers attending those meetings that the only hope for the future of the jobbing business lies in the jobbers acting under unified direction to bring about a revised opinion of their importance and force in the industry.

Mr. Wemyss plans to address meetings of retailers in the large cities with a similar purpose in view.

To follow up the steps already taken to try and secure legislative relief, a petition form and a form letter of instructions as to how jobbers should use it has been prepared. Petition blanks will be mailed to jobbers on requests from any part of the country. Necessarily work of this kind must be financed. The financing to date has been done by voluntary contributions from a limited number of jobbers: Jobbers of vision and foresight who recognize that any change, or intelligent effort to cause any change, should be encouraged and supported and that no one will help the jobbing situation unless the jobbers have the desire to help themselves. The honesty, integrity and sincerity of Mr. Wemyss has been adequately vouched for to insure a continuous, intensive, intelligent effort. Prompt co-operation on the basis of faith and confidence should get results. The more jobbers who take an active part in co-operating in every way possible with Mr. Wemyss' program the greater the possibilities of success.

Requests for copies of petition with letter of instructions on how to use it successfully should be mailed to George J. Wemyss, 86 Union Street, Boston, Mass.

PROPOSAL TO TAX MASSACHUSETTS CIGARETTES WITHDRAWN

The Legislative committee on taxation, of the Massachusetts Legislature, reported permission to the petitioner, Andrew A. Cassassa, of Revere, to withdraw his petition for a tax of one-half cent per package of twenty or less cigarettes sold in the State. It is probable that the Senate and Assembly will accept the report.

CUBAN CIGAR MANUFACTURER SOLICITS MAIL ORDER BUSINESS IN CANADA

CIGAR smokers in Canada and Great Britain are being solicited by a Cuban cigar manufacturer, to be shipped parcel post direct from the factory, all carriage and duty charges prepaid.

Only one brand, "La Reina de Cuba," is offered, in lots of 100, 500 and 1000.

The price per cigar in lots of 1000 is given as 11⅛ cents for "Casinos"; 12½ cents for "Linderos"; 12 cents for "Palmitas"; 13½ cents for "Perfeccionados," and so on for other sizes up to 18¼ cents each.

In view of the chances the purchaser takes of finding that his cigars do not come up to expectations after they have been received, in regard to both quality and workmanship, it is hardly likely that the scheme will meet with any great success.

PORTO RICAN OUTLOOK OPTIMISTIC

According to "Commerce Reports", Commercial opinion in Porto Rico is fairly optimistic, although business conditions continue to be dull in most lines and collections are difficult. The uncertain trend of sugar prices and the reports of the new tobacco crop are being closely observed. The remaining stocks of old tobacco from last year's crop continue to move, and estimates of the current crop range from 20,000,000 to 25,000,000 pounds, the final yield depending somewhat upon the productivity of the late plantings. Buyers are making liberal advances to growers to enable them to handle the crop properly, and this aid, together with the availability of adequate curing sheds provided for last year's large crop, and the good quality of the leaf, are expected to help in securing a profitable crop.

U. S. TOBACCO EARNINGS

Report of the United States Tobacco Company for the year ending December 31, 1927, shows net earnings of $2,576,870 after charges and taxes, which is equivalent after preferred dividends to $5.74 a share on the 381,542 shares of no par common stock outstanding. This compares with $2,394,837, or $5.27 a share on the outstanding common stock earned in the year 1926.

Balance sheet as of December 31st shows current assets of $15,583,777, and current liabilities of $517,414, leaving net working capital of $15,066,363, as compared with current assets of $16,896,683, and current liabilities of $464,185 on December 31st, 1926, leaving net working capital of $16,432,498.

STANLEY BUYS STANLEY CIGAR COMPANY

At the receiver's sale of the Charles P. Stanley Cigar Company, of St. Louis, Mo., the stock and fixtures of the company were purchased by Ralph L. Stanley, who has formed the Ralph P. Stanley Cigar Company, as successors to the Charles P. Stanley Cigar Company.

PETITION FILED AGAINST HOPMAN

An involuntary petition in bankruptcy has been filed against Sam Hopman, who operates a cigar store at Juniper and Arch Streets. Creditors are A. B. Cunningham & Company, Yahn & McDonnell and E. Cohen & Son.

Samuel R. Cohen has been appointed receiver, with bond of $1200.

Another Universal Triumph !

THE MODEL S UNIVERSAL

Long Filler Bunch Machine

(Non-Blending Type)

10 Features

of advantage of the Model S Universal

1. Produces well - conditioned, spongy, free-smoking bunches —the equal of hand work in every respect.
2. Good-conditioned bunches are assured by "laying up" the fillers mechanically in exactly the same way that this is done by hand, in hand work; a few sprigs of fillers being intermittently added until the bunch is built up to the proper size and condition.
3. Improved method of filler feeding insures uniform results even with inexperienced operators.
4. Any size or shape of bunch, and both right and left hand bunches can be made on the same machine with slight mechanical changes.
5. With two operators, it produces 450 to 500 uniform bunches an hour.
6. Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.
7. Adapted for use in conjunction with automatic rolling machines.
8. Quickly and accurately adjusted to different sizes and conditions of fillers.
9. Assures uniformity of bunches at all times in both size and weight.
10. Sturdy and simple in construction — easy to operate and handle. Requires no expert mechanical attention.

WE ANNOUNCE to cigar manufacturers our new model S Universal—a Long Filler Bunch Machine (Non-Blending Type) that will materially reduce the cost of producing long filler cigars.

This machine completely meets the demand for a long filler bunch machine that *will make non-blended long filler bunches* with the utmost speed, accuracy and efficiency. It is similar in construction to our Model T Long Filler Bunch Machine except that the blending feature has been eliminated. It will produce from 450 to 500 well-conditioned, free-smoking bunches an hour.

The elimination of the blending feature in the Model S gives cigar manufacturers the advantages of an extremely simple machine that will produce equally as good work as our Model T (Blending Type) machine; and at a lower purchase price.

Not only will this machine produce perfect, well-conditioned bunches equal to hand work, but it is also simple to operate and handle. It will not easily get out of order, *does not require the services of an expert mechanic,* and its sound, sturdy construction assures long life with a minimum of upkeep cost.

Let us prove in your factory how it will increase your output and lower your production costs.

Write for illustrated folder and further information.

Universal Tobacco Machine Co.

40 EAST 34TH STREET

NEW YORK, N. Y.

Factory: NEWARK, N. J.

PRICE

$1450

Complete with two folding chairs, individual drive equipment, and 1/6 H. P. motor ready to start work. F. O. B. Newark, N. J., U. S. A.

Convenient Time Payment Terms

PHILADELPHIA.

CONGRESS EARNINGS UP

REPORT of the Congress Cigar Company for the year ending December 31, 1927, shows net earnings of $2,754,779, an increase of $614,103 over the year 1926.

The company has outstanding 350,000 shares of capital stock of no par value. Gross sales for the year 1927 totaled $19,502,738.

Total surplus of the company as of December 31 was $2,158,362, after the payment of $1,575,000 in cash dividends and $4,200,000 in stock dividends.

Samuel Paley in his report said that the company's advertising and merchandising plans call for a larger and more intensive program than in any previous year.

The annual meeting of the stockholders of the company will be held at noon on March 14th, at the main offices of the company, Third and Spruce Streets, Philadelphia.

F. W. MEHL DIES IN PHILADELPHIA

F. W. Mehl, well-known packer of leaf tobacco, and president of the Mehl Tobacco Company, of Peoria, Ill., died in a Philadelphia Hospital on Friday, February 10th, following a short illness.

The Melh Tobacco Company maintained a warehouse in Havana and Mr. Mehl was well-known throughout the trade.

The body was taken to Peoria for interment.

SCHMITT JOINS YAHN & McDONNELL

E. J. Schmitt, who for many years has been associated with the Runge Smoke Shop, at 18 Delaware Avenue, has joined the Yahn & McDonnell forces and will assist Charles Lloyd in the management of their retail stand in the Benjamin Franklin Hotel.

Mr. Schmitt is well liked by cigar and tobacco consumers and has a wide experience in the retail field.

Willis Andruss, sales manager of the Congress Cigar Company, who has been on a business trip to the Pacific Coast in the interest of "La Palina" is expected to return to Philadelphia some time next week.

He has been accompanied on his trip by Mrs. Andruss.

EISENLOHR EARNINGS

REPORT of Otto Eisenlohr & Bros., Inc., for the year 1927 shows consolidated net profit of $313,002. After payment of dividends on the preferred stock, the balance was equivalent to 68 cents a share on the outstanding 240,000 shares of common stock, $25 par value, as compared with $1.44 a share earned on the common in 1926 when the net profit was $499,609.

John J. Rogers, president of the Company, in his annual report to the stockholders said: "The outlook for the coming year is encouraging. The recent acquisition of a large interest in the stock of your company by the Union Cigar Company should mean much to Otto Eisenlohr and Bros., Inc., and its subsidiaries; and the addition to our existing national distribution of the Schulte and United Stores throughout the entire country should increase the prestige of our brands."

KENLEY, INCORPORATED, TO MOVE HEADQUARTERS

On March 1st the wholesale department of Kenley, Incorporated, formerly located at 1207 Walnut Street, will be moved to 115 Chestnut Street, where extensive alterations have been going on for some time in preparation for the new tenant.

The general offices of the company will be located at the new address, where Edward J. Dingley, treasurer of the company, will direct the affairs.

The retail store fixtures formerly located at 1207 Walnut Street will be stored until the new building of the Fidelity-Philadelphia Trust Company, now under construction, is completed, at which time they will be installed in the cigar stand in that building.

Among the brands carried by Kenley, Incorporated, are: "Marie Antoinette," "Lozano," "Garcia & Vega," "Espadilla," "Sinceridad" and "Solace."

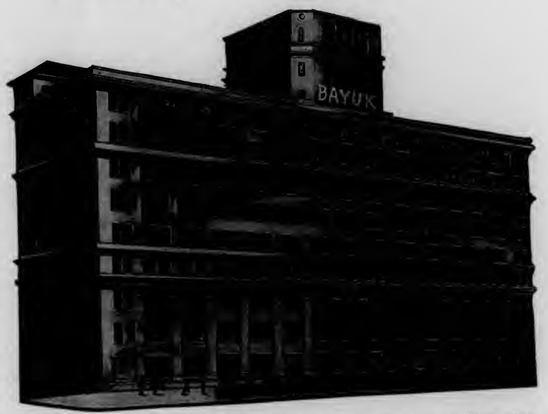
BUSINESS GOOD WITH WAGNER

John Wagner & Son, distributors of fine imported and domestic cigars, of 233 Dock Street, report business for the months of January and February, 1928, as very satisfactory to them.

The "Don Sebastian" in the domestic clear Havana line is their leading seller, and is carried in stock in thirty-two sizes. It is a very popular brand among the hotel and club trade.

From Backroom to the world's finest cigar factory

1897 The Original Bayuk "factory" in the rear of a Philadelphia store.



1928—The newest Bayuk factory. A marvelous tribute to cigar-making progress. Most modern factory in the cigar industry. Represents methods of tobacco conditioning and uniform cigar production never before employed on a large scale. Built like a "giant humidor"—makes its own "climate" . . . any desired temperature and humidity attainable and automatically controlled. Air washed through water—thoroughly purified; freed from dust. Many other innovations.

SIXTEEN Bayuk plants and another in course of construction—they are the evidence of one of the most outstanding successes in the cigar industry. Whose success do they represent? Not the manufacturer's alone. Bayuk success is shared by every jobber and retailer who handles Bayuk cigars. Bayuk factories produce cigars for *you* to profit by.

But producing cigars for you to sell is not the only service Bayuk factories render. They give you the thing that *makes* cigars sell; QUALITY. Bayuk quality is winning new smokers by the thousands . . . and *holding* them because there is never a let-down in it. Every Bayuk smoker knows that in any Bayuk brand he always gets a great smoke for his money.

More service: By the most advanced forms of advertising, Bayuk is acquainting millions of smokers with the unusual quality of Bayuk cigars. Read a Bayuk advertisement and see how human, interesting, logical and convincing it is. Quality is the basis, *"Ripe Tobacco"* is the keynote, and constantly growing sales are the result. Are you sweeping along on the tidal wave of Bayuk popularity? BAYUK BRANDS BUILD BUSINESS.

—It's Ripe Tobacco!

—Every Bayuk Cigar

CHARLES THOMSON HAVANA RIBBON BAYUK PHILADELPHIA HAND MADE

MAPACUBA PRINCE HAMLET

BAYUK CIGARS Inc.

PHILADELPHIA

Makers of fine cigars since 1897

AMERICAN TOBACCO COMPANY TO ENLARGE REIDSVILLE PLANT

AN ADDITION to the manufacturing plant of the American Tobacco Company at Reidsville, N. C., which it is said by Charles A. Penn, first vice-president of the company, to involve an expenditure of more than one million dollars, is being erected with all possible speed in order that the plant may increase their production of "Lucky Strike" cigarettes just as quickly as possible. Old buildings are being torn down and the steel work is being erected just as fast as weather conditions will permit.

The addition will include a complete re-drying plant and a steam power unit.

The new re-drying plant will measure 150 x 280 feet, and will be two stories in height. This plant will contain approximately 85,000 square feet of floor space and will have a capacity for re-drying 150,000 pounds of tobacco daily. Six hundred or more male and female laborers will find employment here, and the payroll will amount to between $10,000 and $12,000 weekly. The establishment of a re-drying plant, as a part of the equipment of the A. T. Company, will have a great influence upon the growth of Reidsville's tobacco marketing interests, as one of the biggest obstacles to marketing here has been the absence of a plant to take care of the purchases of some of the great manufacturing companies. The decision of the A. T. Company to re-dry great quantities of tobacco at Reidsville will, in all likelihood, result in an unparalleled movement of tobacco to the local warehouses in future, and will very probably stimulate re-drying locally by other big purchasers of leaf tobacco. As enormous quantities of steam will be necessary to the operation of the re-drying plant, a 15,000 horse-power steam plant will be erected adjoining the re-drying plant and the factory buildings.

Upon completion of the factory buildings many hundreds of additional skilled laborers will find employment in the extension to the cigarette factory. Rapid progress is being made in the erection of the steel skeleton of the factory annex. Much speculation has been indulged in locally as to the extent of this part of the development. It is understood that ample plans have been made in anticipation of the continued rapid increase in the consumption of "Lucky Strike" cigarettes, and that the additions to the main factory will keep apace with the increase in the growing demand for this popular brand.

"SPUD" LAUNCHES CAMPAIGN

Axton Fisher & Co., manufacturers of the "Spud" cigarettes of Louisville, Ky., have launched an advertising campaign in the magazines, offering a considerable sum in prizes for the best letters received telling why smokers prefer "Spud" cigarettes. The advertisement contains a coupon which may be clipped and mailed to Axton Fisher and Co., requesting a free sample of "Spud" cigarettes or a package of twenty cigarettes for twenty cents. The "Spud" is a mentholated cigarette which has been steadily gaining in popularity since its introduction to the consumer.

DUNHILL EARNINGS INCREASE

Net income of Dunhill International, Incorporated, and subsidiaries for the year 1927 is reported as $792,943, after depreciation and Federal taxes, equal to $6.34 a share on the capital stock. This compares with $633,790 for the year 1926, or $5.07 a share.

ELLIS RUSSELL JOINS CULLMAN BROTHERS

ELLIS RUSSELL, well-known leaf tobacco man, of Philadelphia, has joined the sales force of of Cullman Brothers, Incorporated, leaf tobacco dealers, of Water Street, New York City, and will cover Pennsylvania and other eastern points in the interest of his new connection.

Mr. Russell is well known throughout the trade in the East, having been connected with the leaf tobacco industry for the past thirty-five years.

He was connected with the firm of Herman G. Vetterlein, leaf tobacco dealer of Philadelphia, for thirty years, and later with the Industrial Leaf Tobacco Company until that concern was dissolved.

The Cullman Brothers firm is to be congratulated on acquiring the services of a man of such a wide experience and knowledge of the leaf tobacco industry, and also one who is so well and favorably known as Mr. Russell.

BOSTON DEALERS PETITION LEGISLATURE IN PRICE CUTTING EVIL

Following a joint meeting of manufacturers and jobbers in Boston recently it was decided to circulate petitions, which when the required number of signatures have been obtained thereto will be mailed to each Senator and Assemblyman of the State Legislature.

The petition reads as follows:

"Chain stores, by selling highly advertised items at below cost, create an impression of cheapness and prices which undersell their neighbors. Highly advertised standard brands of cigarettes and cigars are commonly used for this purpose. Thus they lure the public to their establishments and get an extra profit out of them on their purchase of other items with the prices and values of which the public is not familiar.

"Chain stores generally are rapidly destroying their smaller competitors, the individual store owners who cannot resort to such means but strive for a legitimate profit on each item sold.

"These individual storekeepers are the strength of the community. They live in the community, they pay taxes, and are your constituents and supporters."

The Parodi Cigar Company has surrendered their New Jersey charter of incorporation and obtained a charter under the laws of the State of New York.

UNITED-SCHULTE BUY STOCK IN POSTAGE STAMP MACHINE COMPANY

A substantial block of the preferred stock of the Sanitary Postage Corporation, which manufactures machines for retailing postage stamps, has been acquired by the United and Schulte Cigar Stores Companies, and an option has been taken on a large block of the treasury stock.

The company expects to have over 100,000 machines placed in operation when their plans are completed, and will have 36,000 shares of preferred stock outstanding.

LANCASTER CROP DISPOSED OF

At a meeting of the Lancaster County Tobacco Growers' Association, held last week, the members present reported that the 1927 crop had been almost entirely disposed of. Prices were reported at eighteen, nineteen and twenty-one cents.

If you smoke for pleasure

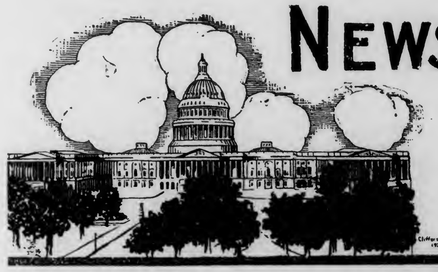
—you're out of the beginner class.

Camels are made for smokers who know their cigarettes

Camels

"I'd walk a mile for a Camel"

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

CHANGES in regulations covering the stamping and packaging of tobacco were issued by the Bureau of Internal Revenue late in February, the most important provision of which is a requirement that in the case of tobacco the stamp may be affixed to tin packages either over the lid or under the lid. In cases where tin is used to inclose and protest an inner package, the stamp must be affixed to the inner package only. The use of two or more stamps on any package is prohibited.

The changes have been made, it was explained by officials of the Bureau of Internal Revenue, solely for the benefit of the manufacturers, some of whom were in doubt as to how to proceed under certain conditions. Heretofore, when requests for information have been received they have been handled by correspondence, but officials came to the view that the entire industry should be made familiar with the requirements and privileges of the regulations, and, accordingly, have written them into the rules.

A provision was also made that new packages, other than those for cigars, shall be submitted to the Commissioner of Internal Revenue for approval. This, it is explained, is merely so that the Bureau may be sure that such packages comply with the regulations, it having been found that occasionally a manufacturer would put out a package which did not so comply, resulting in his embarrassment.

Section 70 of Regulations No. 8, Revised, has been amended by inserting after the second paragraph the following new matter:

"A package of the foregoing description to be used for packing the classes of tobacco mentioned must be approved by the commissioner as provided in sections 73 and 134. Either wax or oiled paper, tin or lead foil or a combination thereof, may constitute a statutory package, that is, a package on which the internal revenue stamp must be affixed, and on which the caution notice must appear. Packages made of tin may enclose approved statutory packages made of above materials, in each case the outer tin container must not be stamped or bear the caution notice."

Section 73 of the Regulations is amended to read as follows:

"Packages to be used for packing manufactured tobacco and snuff other than those made from wood for packing cavendish, plug, twist and leaf tobacco, must be approved by the commissioner, under the provisions of section 134."

Paragraph (a) of Section 77 is amended to read:

"(a) Every package containing sixteen ounces or less of tobacco or snuff must be taxpaid by affixture of a single stamp of the proper class and denomination. Such stamp shall be affixed so as to seal the package and render it impossible to remove the contents without breaking the stamp. In case of a combination wax paper and foil package on which the stamp is affixed, and which bears a label wrapper, that portion of the stamp which shows its denomination must be exposed to view. The stamp must be affixed to tin statutory packages either over the lid, or under the lid sealing the inner package, and down the outer sides. When tin is used to enclose and protect an inner statutory package (see section 70) the stamp must be affixed to, and caution notice must appear on, the inner statutory package only. The use of two or more stamps on any such package is prohibited, since a stamp is provided for each size of package containing not over sixteen ounces, prescribed by law, and no other sizes of packages are authorized."

Section 134 has been amended to read as follows:

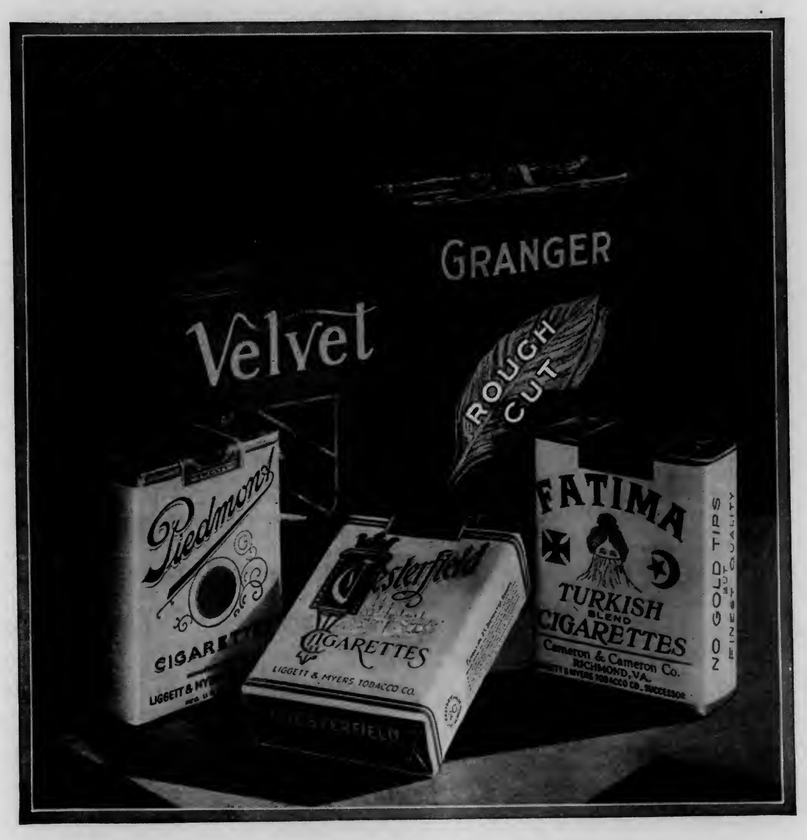
"Except wooden packages used for packing cavendish, plug, leaf or twist tobaco, and wooden boxes used for packing cigars, which packages or boxes comply with the requirements of these regulations as to caution notices, factory brands or marks and mode of affixing and cancelling stamps, manufacturers shall submit a sample of each package which they desire to use for packing tobacco, snuff, cigars and cigarettes. Metal, paper or other materials may be used either separately or in combination, or in combination with wood in the construction of such packages. Such packages must show how the requirements above will be complied with. A statement which the manufacturer must also submit shall show the kind or class of goods and the quantity intended to be packed in the package."

Hearings to Be Held on Trade Mark Registration

Two matters of considerable importance to the Tobacco industry will be brought up for hearings this month before the House Patents Committee. On March 9 the committee will hold hearings on the bill permitting registration of trade marks and on March 16 will take up for consideration the bill providing copyright registration for designs.

Both of these privileges have long been sought by business interests, design registration having been before Congress for probably 20 years. The trade mark bill would provide for the use of a mark to accompany trade marks to show that they had been registered. The other measure provides 20 years' protection for designs in industry, with the exception of those having to do with the mechanical production of an article.

(*Continued on Page 16*)



Five products of outstanding merit—
Five products sold in every nook and corner of this country—
Five leading brands manufactured by Liggett & Myers Tobacco Co.

CHESTERFIELD · FATIMA · GRANGER · PIEDMONT · VELVET

NEW YORK BANK OPTIMISTIC OVER 1928 PROSPECTS

THE National Bank of Commerce in New York has issued the following statement as to business conditions and the outlook for 1928:

Conditions at the middle of February are mixed. On the one side there is a high and rising rate of activity in the steel industry—an industry which to a degree true of no other responds to the varying requirements of the entire range of productive enterprise. On the other side is a condition of diffused unemployment widespread enough to have somewhat affected purchasing power. There are few major lines of business which do not face difficult individual problems of productive capacity and competition, of prices and reasonable profit-making. How these individual problems will bear on the "general trend of business," and how the trend will influence them are questions to be answered by time rather than by prophecy.

It is still our opinion that the reaction of 1927 is over, and that business is tardily beginning a modest but real improvement. Activity in 1928 will probably be more evenly spread over the year as a whole and over varied lines of enterprise than was the case last year, with aggregate volume about the same.

The basic lines of enterprise are those which supply food, fuel, shelter, clothing and transportation. In the food group, manufacturing and distributing activities are perhaps the most evenly stabilized of any in the country, and it is the farmer who carries the hazards of weather, market and price. The past agricultural season generally was good except for the drastic reduction of hog prices, which began the middle of last year, and seriously affects the Middle West. There is a disposition to expect that better profits to farmers will mean a large stimulus to general trade. This is doubtful. The farmers will first pay down their debts; they are then likely to buy implements and automobiles, on both of which they have had to economize this good while past. There is and will be some increase in more general farmer buying, but it is likely to be overestimated rather than underestimated.

The construction industry outstrips hope itself in the sustained pace of its activity. The high level of contracts let in January—11 per cent. above the figure of a year ago—is evidence that this branch of enterprise, through its large employment of labor and extensive demands for varied materials, will continue for some time as a main support of general activity.

In the textile field, cotton manufacturers are experiencing the slackness which naturally follows a long period of overproduction. There is nothing fundamentally wrong with demand and as cotton is available at moderate prices, a good volume of business is probable. The downward readjustment of cotton prices since last fall, however, has perhaps diminished southern purchasing power, for a good deal of cotton was not sold at the high figures of last October. The wool-manufacturing industry is still feeling the adverse effects of past unseasonable weather. The prospects for spring retail buying, however, seem good and this should be reflected in a gradual pick-up of activity in the manufacturing end. The silk industry is very active.

In the transportation field the railroads are the staid and stable users of labor and materials, whereas the much more spectacular automotive industry has wide fluctuations in both these regards. The volume of railroad traffic will, of course, directly benefit from any improvement in business. Carloadings are still somewhat below level of last year chiefly because of smaller carriage of coal, coke and ore. The general merchandise loadings are slightly above last year's level. As consumers of industrial products—notably steel—the railroads seem likely to buy little more in 1928 than in 1927.

In the automotive field production is going forward with great fervor. For the industry exclusive of Ford January production was 18 per cent. above January 1927. It is a probable that the long delay of Ford in getting into quantity production will serve to spread business in this field more evenly over the year than otherwise would have been the case.

There is one industry, steel, which cuts across these various fields of basic enterprise; its market is comprised of the demands of them all. Signs of improvement in steel began about mid-December, since when the pace of the industry has steadily increased. From a rate of about 65 per cent. of capacity then, operations have risen to upwards of 85 per cent. at the middle of February. Some part of the steel upturn is, of course, a purely seasonal movement. Some part of it is reaction from an entirely subnormal level in the latter part of 1927. How far present orders are in anticipation of the higher prices steel producers hope to make effective and how far such higher prices, if they can be made effective, will tend to contract future demand are as yet unsettled questions.

But recognizing these uncertainties, the activity in steel, construction and automotive fields is taking up the slack of employment, and may well serve as the quickening impulse of a more general business recovery.

LANCASTER SEED LEAF GROWERS' COMPANY TO DISSOLVE

At a recent meeting of the Lancaster Seed Leaf Tobacco Company, held at the company's warehouse in Lancaster, it was decided to liquidate the company.

The company was organized in 1914 and has more than two hundred stockholders. It was stated at the meeting that after all outstanding liabilities are paid the stockholders may receive fifty cents on the dollar.

As a two-thirds vote is required before liquidation can be started, a final vote on the question will be taken at the meeting scheduled for March 26th.

PENN TOBACCO CO. HEAD HEADS WELFARE WORKERS

Henry Weigand, president of the Penn Tobacco Company, of Wilkes-Barre, Pa., has accepted the post of chairman of Division H of the Community Welfare Federation of this city, which division includes the manufacturers, building trades and railroads, and is making preparations for a successful campaign for his division when the drive for funds opens on March 19th.

Mr. Weigand is a firm believer in the work of the Welfare Federation and has been actively identified with it ever since its organization in Wilkes-Barre.

"I am always ready to work for these twenty-nine federated agencies," Mr. Weigand said, "because I believe so thoroughly in the cause they represent. I know that the Federation has cut down overhead costs; brought about better co-operation between the agencies and eliminated a great deal of duplication. Holding a campaign once a year, for all the agencies together, is a good business method, and I like to feel that I need only give one time to take care of all this work."

ANTONIO CORTIS

Noted Tenor of Chicago Civic Opera

writes:

"To give my best to my public, I must keep my voice in perfect condition, allowing nothing to irritate it. So without the slightest worry, I smoke Lucky Strikes. Also I think they have a superior flavor."

Antonio Cortis

LUCKY STRIKE CIGARETTE

"It's toasted"

No Throat Irritation-No Cough.

MURIEL

CIGARS

Thousands are changing to *Muriel* . . . It pays to display them. Mild but not too mild . . . rich but not too rich. Rothschilds size foil-wrapped to seal in the flavor and prevent breakage . . . P. Lorillard Company, Inc., 119 West 40th St., N. Y. C.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Treasurer
ASA LEMLEIN, New York, N. Y. ..... Counsel and Managing Director
CHARLES DUSHKIND, New York, N. Y. .....
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
GORDON W. STEWART, Hartford, Conn. ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York City.. Secretary and Treasurer

J. STANLEY WINGET DEAD

J. STANLEY WINGET, of York, Pa., inventor of the well-known Winget hand bunch breaker, died a short time ago in the Harrisburg Hospital, Harrisburg, Pa., following an operation.

The last invention of Mr. Winget was a machine to wrap individual cigars in tin foil.

Mr. Winget came to York about thirty-five years ago from Columbus, O., where his father operated the Columbia Cigar Mold Company, and Mr. Winget manufactured the Perfecto foot-power cigar-bunching machine. He had more than fifteen inventions of his own, and his machines were operated over the entire United States, and in many foreign countries.

He was struck by an automobile about a year ago and his health had been failing ever since that time.

He is survived by three daughters and two sons. He was seventy-two years old.

PENN TOBACCO COMPANY BUYS MORE BRANDS

The Penn Tobacco Company, of Wilkes-Barre, Pa., which has been accumulating considerable additional business during the past few months by purchasing several well-known brands of cigarettes and smoking tobaccos, has recently purchased the Lovell & Buffington Tobacco Company, of Covington, Ky., and will continue the manufacture of the former Lovell & Buffington brands in their Wilkes-Barre factory.

G. H. P. CONCENTRATES PRODUCTION

The G. H. P. Cigar Factory at 21 North Mulberry Street, Lancaster, Pa., has been closed permanently, and the "El Producto" cigars formerly produced in that factory will be produced in the future in the Philadelphia factories of the company.

The G. H. P. factory in Wilmington was also closed a short time ago for the same reason.

SAMUEL GURK IN DIFFICULTIES

An involuntary petition in bankruptcy has been filed against Samuel Gurk, who operates a cigar store at 601 Arch Street.

Creditors are Yahn & McDonnell, Otto Eisenlohr & Brothers, Incorporated, and the Congress Cigar Company, Incorporated. John H. Matchett has been appointed receiver, with bond of $1500.

LATEST HAT HAS POCKET LIGHTER

The latest creation in Milady's hats consists of a felt hat in which a pocket cigarette lighter forms a part of the ornamentation that goes by the name of "Trimming." The lighter is enameled in colors to match the hat. A pouch for cigarettes is also provided for inside the hat.

HELME PROFITS INCREASE

Report of Geo. W. Helme Co., for the year 1927 shows net profit of $2,258,850, after charges and taxes, which is equivalent after preferred dividends, to $8.24 a share earned on the 240,000 shares of common outstanding $25 par value. This compares with $2,223,919, or $8.09 earned per share during 1926.

U. S. C. OF C. URGES REVISION OF POSTAL RATES

Characterizing existing postal rates as clearly inequitable and uneconomic, putting an unfair, and in some cases, prohibitive burden upon important users of the mails, the United States Chamber of Commerce, in a report submitted to Congress, urges immediate consideration of pending legislation to revise rates.

"The increase in the rate on private mailing cards has driven more than 80 per cent. of private post cards out of existence," it was declared. Under the increased zone rates on advertising matter in newspapers and magazines, this class of matter has shown a decrease, instead of a normal rate of increase corresponding to the growth of the publication business. Revision of these rates and certain third and fourth class rates was recommended.

"In its studies leading to the preparation of the present report the Postal Service Committee has found cumulative evidence that the rates referred to in the report are too high, resulting in a falling off in volume of business or failure to maintain normal growth," the report stated.

"The Post Office Department reports of business handled show that, if the postal rates had not been raised and if the average normal increase in revenue had continued, the revenues at the old rates for the three years ending June 30, 1927, would have slightly exceeded the actual receipts under the new rates.

"Furthermore, the prompt establishment of the permanent system of postal rates on a sound and reasonable basis is of great importance to the healthy progress of business. It should be of the most direct concern to those responsible for maintaining conditions conducive to our continued national prosperity."

LINZ.

INCREASE IN PRODUCTION OF SMALL CIGARS AND SNUFF

Heavy increases in the production of small cigarettes, small cigars and snuff in 1927 as compared with 1926 are indicated by stamp taxes paid to the Bureau of Internal Revenue.

The production of cigars for the year totaled 6,571,372,820, against 6,588,928,472 for 1926. This reduction was occasioned by the lower output of Classes B, C, and D cigars, the output of Class A cigars totaling 3,175,157,870, against 2,886,078,654 in 1926, and Class E totaling 33,091,835, against 30,917,765. The output of Class B cigars dropped from 945,544,140 in 1926 to 747,484,603 last year; Class C from 2,757,651,251 to 2,465,317,040, and Class D from 150,736,662 to 150,321,472. The production of small cigars increased from 418,960,914 to 436,180,279.

A total of 97,176,607,484 small cigarettes was taxpaid during the year, against 89,447,114,951 in 1926. Production of large cigarettes, however, dropped from 13,107,001 to 11,560,535. The output of snuff for the year was 40,154,792 pounds, against 38,105,290 pounds in 1926, and the production of manufactured tobacco was 353,919,878 pounds, against 371,971,172.

LINZ.

Cigar production for the city of Tampa for the year 1927 totaled 479,378,398, and $2,614,533.26 was paid to the government in taxes on this production. About fifty per cent. of the entire production was in Class C.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA
CIGAR

News from Congress

(*Continued from Page 10*)

Establishment of Free Ports of Entry to Be Studied

A thorough study of the probable effect of the establishment of free ports or foreign trade zones in the United States is to be undertaken jointly by the United States Shipping Board and the War Department. A number of studies have previously been made as to the desirability of the establishment of the free ports in this country, but have been confined chiefly to the effect upon industry, it was pointed out by officials of the Shipping Board, and but little attention has been paid to the effect upon shipping and terminal development. Under bills now pending in Congress any United States port of entry would be able to create and operate a foreign trading zone under certain terms.

In announcing the proposed survey, the Shipping Board pointed out that this is generally recognized that while the immediate convenience of the free ports is brought about by the elimination of customs restrictions, the main purposes are particularly related to development of trans-shipments and reconsignment trade and the strengthening of the merchant marine.

Nation-Wide Survey of Wholesaling Costs to Be Taken

A nation-wide study in all industries of wholesaling cost and other problems in comparison with those of chain stores and mail order houses is to be undertaken by the National Wholesale Conference, which last month met at the United States Chamber of Commerce. The study will be carried on by four committees, which will report next February at a second meeting of the conference. By means of the survey it is hoped to convince the business world and the consuming public of the economic value of the wholesaler in modern merchandising.

Resolutions adopted at the closing session pledged the conference "to supply adequate and proper stock to retailers proportioned ad synchronized with the outflow of retail stock and to facilitate the movement of stocks for growers and producers when these stocks are suited to the needs of the public, and proportioned and synchronized with the inflow to retailers."

"We assert, however," the resolution continued, "that this recogntion imposes on all producers and retailers reciprocal responsibilities, respectively, to produce and distribute such stock as the public requires when and as needed, and so to conduct their operations as to assure uniterrupted supplies with due economy."

Investigation of Unemployment Situation Is Sought

A thorough investigation by the Department of Labor of the unemployment situation is sought in a reslution introduced in the Senate by Senator Wagner of New York.

Reports to Washington indicate that there is a serious unemployment situation in New York, and in certain other sections of the country. The Department of Labor is now carrying on a survey, inaugurated upon its own initiative, with a view to determining just what the situation is.

"In spite of the fact that we have no exact information," Senator Wagner declared in introducing his resolution, "there are plenty of indications that the unemployment situation is now very severe and is getting worse. The most visible evidence of that are the long bread-lines and increased demands on free lodging houses in the very large cities, notably New York. It is reported that the homeless and jobless from many cities have been drifting into New York in ever increasing numbers."

Cuban Parcel Post Bill Encounters Intense Opposition in the House

Intense opposition on the part of members of the House of Representatives to the Cuban parcel post bill likely will have the effect of deterring the House Rules Committee from providing a rule to govern procedure in the House with respect to the proposed legislation. House leaders, including Chairman Snell, of the Rules Committee, are known to be in favor of the passage of this bill but are of the opinion that it would not be possible to secure the adoption of the rule, much less of the bill itself.

It is said that the House leaders believe that Cuba wil break off her parcel post treaty relations with the United States on March 1, unless this proposed legislation is enacted. They would like to please the Cuban Government, but face great difficulties in carrying out that proposal. Not only is there opposition to the legislation in the House but there is the threat from the Senate to engraft upon the measure tariff legislation, bringing about a situation which the Administration long has sought to sidestep.

UNITED OFFERS "SMOKES ON THE LANDLORD"

On February 28th and 29th, the United Cigar Stores offered their "Ricoros," "Orlandos," "La Restinas" and "Little Ricoro" cigars to the smoker at 25 per cent. off the regular sales price, in what is termed by them "Smokes on the Landlord."

This special inducement is offered by them each Leap Year, which brings these events somewhat far apart; at least not more than once in four years, and occasionally only once in eight years.

This is one of the years in which they get in an extra day's business in the year without paying any increase in rent and the saving is passed on to the consumer.

This 25 per cent. discount means a five-cent cigar at $1.88 a box; a ten-cent cigar at $3.75 a box, and a two-for-a-quarter cigar at $4.70 a box.

Smokers whose favorite brands were included in the special offer were quick to take advantage of the bargain prices.

JOHN CAMPBELL A VISITOR

John Campbell, of the American Box Supply Company, Detroit, was a recent visitor in Philadelphia, and announced that his company had just acquired the selling agencies for the products of the Paducah Lumber and Manufacturing Company, of Paducah, Ky., and also for the Danner Veneer Company, of Mobile, Ala. Both these firms are manufacturers of cigar box lumber.

"GIRARD" POPULARITY INCREASING

Charles A. Krull, Incorporated, cigar and tobacco distributors of Arch Street, is meeting with success in the distribution of the "Girard" cigar, which was recently acquired by E. Kleiner & Company, successors to Roig & Langsdorf Company, Incorporated.

JANUARY CIGAR PRODUCTION OFF. CIGARETTES STILL GOING UP.

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of January, 1928, and are issued by the Bureau. (Figures for January, 1928, are subject to revision until published in the annual report):

Products	1927	1928
Cigars (large)		
Class A .....No.	242,319,045	231,431,180
Class B .....No.	54,187,347	38,137,640
Class C .....No.	160,816,688	136,992,398
Class D .....No.	7,413,075	6,159,272
Class E .....No.	1,342,099	811,185
Total	466,078,254	413,531,675
Cigars (small) .....No.	39,609,013	32,581,000
Cigarettes (large) ...No.	996,985	951,325
Cigarettes (Small) ...No.	7,269,355,873	8,369,087,187
Snuff, manufactured ..lbs.	3,203,137	3,745,530
Tobacco, man'f'd ....lbs.	29,801,412	29,256,633

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of January:

Products	January 1927	January 1928
Cigars (large)		
Class A .....No.	8,853,330	8,722,100
Class B .....No.	678,500	131,050
Class C .....No.	2,504,470	881,900
Class D .....No.		3,500
Total	12,036,300	9,738,550
Cigarettes (large) ....No.	250,000	300,000
Cigarettes (small) ....No.	42,000	42,000

Tax paid products from the Philippine Islands for the month of January:

Products	January 1927	January 1928
Cigars (large)		
Class A .....No.	14,590,020	13,758,190
Class B .....No.	187,213	198,853
Class C .....No.	62,278	87,186
Class D .....No.	1,350	200
Class E .....No.	101	
Total	14,840,962	14,044,429
Cigarettes (large) ....No.	300	
Cigarettes (small) ....No.	540,600	79,260
Tobacco, man'f'd ....lbs.	118	31

Note.—Quantities of tax-paid products shown in above statement are indicated by stamp sales for the month.

Supplement to the January Statement of Internal Revenue Collections

Objects of Taxation	January 1927	January 1928
Tobacco manufactures:		
Cigars	$1,607,863.38	$1,391,311.16
Cigarettes	21,816,869.87	25,114,351.40
Snuff	579,668.64	674,216.40
Tobacco, chewing and chewing .	5,361,381.52	5,266,484.16

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

BUSINESS IS BUSINESS, BUT IT IS SURELY WORTH while to try once a foreign Unexcelled cigar tobacco, through which others have gained large fortunes. You will easily be convinced of the advantages by knowing quality and prices. I am ready to give full particulars, and if interested address at once "Old Truth," Box 516, care of "The Tobacco World."

SITUATION WANTED

SUPERINTENDENT—LONG SERVICE WITH BIG COMPANY who make successful cigars. Would like to hear from good company or firm. Practical cigarmaker. Hand work, suction or fresh-work machines. Address Box 511, "The Tobacco World."

GENERAL ALL AROUND EXPERIENCED FACTORY MAN desires position. Thoroughly experienced on all makes of automatic machinery. Address Box 512, "The Tobacco World."

BUSINESS OPPORTUNITY

A-1 EXPERIENCED INSIDE MAN WITH CAPITAL DEsires partner with capital to enter cigar manufacturing. One with local Philadelphia selling experience preferred. Apply Box 515, "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 48 MARCH 1, 1928 No. 5

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

HIT THE DECK:—45,151. For cigars. January 31, 1928. Martin Neff & Sons, Red Lion, Pa.

O. K. M. N. X.:—45,152. For cigars, cigarettes and tobacco. February 6, 1928. Sidney J. Freeman & Sons, New York, N. Y.

TRANSFERS

JOSEPH HARDING:—41,647 (T. M. A.). For all tobacco products. Registered March 9, 1920, by The Moehle Litho. Company, Brooklyn, N. Y. Transferred to Harry Bienenfeld, New York, N. Y., February 3, 1928.

TAMPA STAR:—33,140 (U. S. Tob. Journal). For cigars, cigarettes, cheroots and tobacco. Registered by American Litho. Company, New York, N. Y., July 3, 1907. Through mesne transfers acquired by Fernandez Brothers & Company, Tampa, Fla., and re-transferred to Nordacs Cigar Company, Tampa, Fla., February 3, 1928.

EL RODEO:—23,900 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered February 13, 1912, by Chicago Box Company, Chicago, Ill. Transferred to Parrino & Rametta, Chicago, Ill., February 10, 1928.

REDUCTION IN CANADIAN CIGAR TAX REFUSED

THE Canadian cigar industry, after holding high hopes that cigar taxes would be reduced by the Tariff Board this year, was doomed to disappointment when the decision of the board was made public and it was seen that practically the only reduction that had been granted was a decrease in the sales tax from 4 per cent. to 3 per cent.

It is estimated that this will result in a saving to the people of Canada of approximately $17,600,000 a year.

Of this amount it is estimated there will be a saving of $350,000 in the cost of cigarettes to the consumer; $100,000 in the cost of cigars, and $250,000 in the cost of smoking tobacco. It is estimated that only 3 per cent. of the smokers in Canada smoke cigars, the other 97 per cent. being addicted to the use of cigarettes and the pipe.

One reason given for the failure of the Tariff Board to allow the reduction asked in cigar taxes is the fact that the reduction in cigar taxes was bracketed with a request for a reduction in cigarette taxes, and as the combined reduction of the two products would approximate a reduction of $10,000,000 the Government could not afford this loss in revenue at this time.

ARGUIMBAU IN FLORIDA

F. M. Arguimbau, vice-president of the American Sumatra Tobacco Company, is spending some time in Miami, Florida, where he is taking a much needed rest following an operation which was performed a short time ago.

PORTO RICAN-AMERICAN OMITS DIVIDEND

THE board of directors of the Porto Rican-American Tobacco Company have omitted the quarterly dividend of $1.75 a share on the Class A stock.

Luis Toro, president of the company, said the company's operating results for 1927 were up to expectations so far as its investment in a controlling interest in the Congress Cigar Company was concerned, but operations in Porto Rico were affected during the year by the cigarette price war and the cigarmakers' strike.

Net profit of the Porto Rican-American for 1927 was $609,269, which was equivalent to ninety cents a share on the Class B stock, after preferred dividends.

MAN FLOURISHES GUN WHEN REBUKED FOR SMOKING ON TRAIN

Last week while en route on a train arriving at North Philadelphia Station at 7 P. M., a man lit a cigar in one of the cars in which smoking was not permitted, and when he was rebuked by other passengers in the car he drew a pistol and ordered them to mind their own business, which resulted in the car being quickly emptied by way of the rear door, while the gunman quickly made his exit through the forward door.

After the conductor was rounded up and a search made the man could not be located, until one of the more observing passengers happened to recognize the suit worn by a passenger in one of the forward coaches. The man had quickly removed a false moustache and a pair of shell-rimmed glasses. When he was yanked up from his seat the pistol was found in the seat and the false moustache and a number of other disguises were found in his baggage.

He was turned over to the police when the train arrived at the North Philadelphia Station and held for a further hearing. He refused to disclose his name.

SCHULTE OPTIMISTIC OVER 1928

Joseph M. Schulte, vice-president of the Schulte Cigar Stores Company, just before sailing last week on the "Mauretania" for the Mediterranean, said: "I am optimistic over the outlook for 1928 and expect we shall do a larger business than in the last year. In 1927 Schulte Retail Stores did a satisfactory business and earnings should show an improvement over 1926."

Commenting on the new United-Schulte Five Cent to One Dollar Chain Store enterprise, he said: "Project in my opinion is assured of success."

CIGAR STOCKS HELD UP WELL UNDER PRESSURE

Cigar stocks held up well under the tremendous selling pressure in the stock market last week, which reflects their better earnings for 1927 over 1926. General Cigar Company earned $7.13 a share on the common in 1927 against $5.67 the year before; Consolidated Cigar Corporation earned $10.32 against $8.42; Congress Cigar Company earned $7.87 against $6.12, and Bayuk Cigars, Incorporated, earned $13.60 against $7.78 the previous year.

EISENLOHR DIVIDEND

The board of directors of Otto Eisenlohr & Brothers, Incorporated, have declared a regular quarterly dividend of one and three-quarters per cent. on the preferred stock of the company, payable April 2d to stockholders of record March 20th.

BUYERS' GUIDE

CIGAR BOXES

NIC. ALTHAUS CO. MANUFACTURERS OF HIGH GRADE CIGAR BOXES CEDAR SAW AND PLANING MILLS LABELS, RIBBONS, CIGAR MAKERS SUPPLIES ESTABLISHED 1875. TEL., ASHLAND 6242 637-641 EAST 17TH ST. NEW YORK.

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

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IN THE

TOBACCO WORLD

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
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Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

Colorgraphic
LABELS-BANDS-ADVERTISING
WINDOW TRANSPARENCIES
Quality Service
AMERICAN LITHOGRAPHIC COMPANY
NINETEENTH STREET & FOURTH AVENUE—NEW YORK
58 E. WASHINGTON ST. CHICAGO · FIRST NATIONAL BANK BLDG. TAMPA · 620 POYDRAS ST. NEW ORLEANS · 163-173 MAIN ST. SAN FRANCISCO

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Gail & Ax's Snuff, Est. 1751
ALL OF THE OLD ORIGINAL
Maccoboys Rappees High Toasts
Strong, Salt, Sweet and Plain Scotchs
Manufactured by
GEORGE W. HELME CO.
111 Fifth Avenue, New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

MANILA CIGAR DIRECTORY

For further information apply

MANILA AD AGENCY (C. A. BOND, Mgr.) 15 WILLIAM STREET, NEW YORK

LA GERMINAL
Factory No. A-4-1.
Brands
GERMINAL LOS ANGELES
Agent, WOOLLEY & CO., INC.
1113 Third Ave., Seattle

LA FLOR DE ISABELA
Factory No. A-4-2
Brands
ISABELA NEVANDA
Western Territory, J. B. HAVRE & CO.
200 Bush Street, San Francisco

LA FLOR DE ISABELA
Factory No. A-4-2
Brand
ISABELA
Eastern Territory, CA. GRAL DE TABACOS DE FILIPINAS
80 Wall Street, New York

LA INSULAR
Factory No. A-4-3
Brand
LA INSULAR
Agent, A. M. MacLEOD
163 Second Street, San Francisco

LA ALHAMBRA
Factory No. A-4-5
Brand
ALHAMBRA
Agent, H. L. JUDELL & CO.
334 Sacramento Street, San Francisco

LA PAZ Y BUEN VIAJE
Factory No. A-4-6
Brands
BOLANO C. G. PAQUITA
Agent, LYON, COWDREY & WILSON
17 Battery Place, New York

EL ORIENTE
Factory No. A-4-7
Brand
FIGHTING BOB
Western Agent, H. L. JUDELL & CO.
334 Sacramento Street, San Francisco

EL ORIENTE
Factory No. A-4-7
Brands
FIGHTING BOB
CLAY MONTAGUE
Eastern Agent, LYON, COWDREY & WILSON
17 Battery Place, New York

LA MARIA CRISTINA
Factory No. A-4-20
Brands
MARIA CRISTINA AMIRALA
LA CALIDAD LA MEROLA
MANILA PLANTERS
Agent, HENRY W. PEABODY & CO.
17 State Street, New York
64 Pine Street, San Francisco

LA MINERVA
Factory No. A-4-42
Brands
LA MINERVA LA ATHENA
REPUTACION FIDELIS
WATT & CO. FLOR DE CAWAYAN
Agent, E. M. ELAM
304 Santa Marina Building, San Francisco

LA PRUEBA
Factory No. A-4-87
Brand
LA PRUEBA
Western Agent, HENRY W. PEABODY & CO.
64 Pine Street, San Francisco

LA PRUEBA
Factory No. A-4-87
Brands
LA PRUEBA FOREMOST
LA CORREGIDORA ATTONA
Eastern Agent, HORACE R. KELLY & CO., INC.
229 Fulton Street, New York

LA INSULAR
Factory No. A-4-3
Brand
PONGEE
Agent, M. F. D. SCANLAN
Wayne, Pa.

LA FLOR DE INTAL
Factory No. A-4-193
Brands
MAGALLANES PUNTACIMA
LA FLOR DE INTAL
Eastern Agent, SIDNEY J. FREEMAN & SONS
73 Warren Street, New York

LA FLOR DE INTAL
Factory No. A-4-193
Brand
LA FLOR DE INTAL
Western Agent, HENRY W. PEABODY & CO.
64 Pine Street, San Francisco

KATUBUSAN
Factory No. A-4-297
Brand
KATUBUSAN
501 Claval, Manila, P. I.

LA YEBANA
Factory No. A-4-331
Brands
LA YEBANA
Agent, A. M. MacLEOD
163 Second Street, San Francisco

LA YEBANA
Factory No. A-4-331
Brands
CRANES IMPORTED
MANILA BLUNTS
MANILA STUBS
Agent, HOUSE OF CRANE
Indianapolis, Indiana

LA EMPERATRIZ
Factory No. A-4-395
Brands
LA EMPERATRIZ
FLOR DE LUZON
Agent, EDWARD JEUTHER
Successor, H. OTTENBERG
146 Front Street, New York

LA CONCHITA
Factory No. A-4-451
Brand
LA CONCHITA
931 Juan Luna, Manila, P. I.

LA LUNETA
Factory No. A-4-484
Brands
VAMP COLON LA FRANCES
LA LUNETA MARCELLA
Owners, PHILIPPINE TOBACCO CO.
253 Broadway, New York

PERLA DE FILIPINAS
Factory No. A-4-516
Brands
KELLY'S IMPORTED H. R. K.
MANILA DE LUXE LA MESA
IMPORTED GEORGE IV
LA PERLA DE FILIPINAS
NON PLUS ULTRA
Agent, HORACE R. KELLY & CO., INC.
229 Fulton Street, New York

LA TRINIDAD
Factory No. A-4-618
Brands
ENTONA EL PRESO
Agent, COHN BROS. CIGAR CO.
325 W. Madison Street, Chicago

MERITAS
Factory No. A-4-647
Brand
MERITAS
Agent, MERITAS COMMERCIAL CO.
11 Water Street, New York
874 Walnut Street, Alameda, Calif.

HELENA
Factory No. A-4-649
Brands
REYNALDO AMORIFE
KNOWLEDGE
Owners, S. FRIEDER & SONS CO.
S. E. Cor. Third & Main Streets, Cincinnati
413 E. 34th Street, New York

LA COMMERCIAL
Factory No. A-4-671
Brand
LA COMMERCIAL
Malabon, Rizal, P. I.

MANILA CIGARS ARE HAND MADE, LONG FILLED

Philippine Tobacco is Mild and Burns Perfectly

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VOLUME 48 No. 6

THE TOBACCO WORLD

From 'Vegas' Rich in MILD Tobacco

Nature gives you no better tobacco than the leaf grown in America's island possession, Porto Rico.

Its soil supplies the body and aroma, the mildness and free-burning distinction, those qualities that are required for the protection of a truly enjoyable cigar. Human enterprise and genius now mold these qualities to the exacting taste of American smokers.

Some years back, it was Nature—unaided—that created the astonishing demand for Porto Rican tobacco. In our days, up-to-date scientific methods employed in the seeding, planting, harvesting and curing processes, and the extraordinary manual care given to the "vegas" or plantations, have helped to establish this particular type of leaf as INEXHAUSTIBLE for the MILD cigars now foremost in popularity.

To select Porto Rican tobacco for your cigars means not only to give to your product this desirable mildness, but to produce it most economically, since you can import the leaf duty-free.

Make a test with Porto Rican tobacco and your cigars will soon meet with popular favor.

The Government of Porto Rico, as a protection for all buyers of genuine native tobacco, requires that a Guarantee Stamp be affixed to all tobacco or tobacco products originating in Porto Rico. Look for these stamps in all your purchases.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
1457 Broadway M. T. SALDANA, Agent New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

ONE GOOD SMOKE LEADS TO ANOTHER

especially if the cigar has been packed in wood

WOODEN Cigar Boxes improve the mellowness and flavor of cigars by adding to the cigar's own aroma the natural fragrance of the wood.

They also keep cigars in the best condition from maker to smoker. The porous cigar box wood absorbs excess moisture but at the same time prevents over-dryness.

It pays to pack your cigars in wooden boxes.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

Volume 48 — Number 6

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, MARCH 15, 1928 — Foreign $3.50

FATHER'S DAY IS JUNE 17, 1928, THE THIRD SUNDAY IN JUNE

THE OPENING GUN of the Father's Day Committee was fired in the way of a broadside on Tuesday March 13th, notifying practically every manufacturer and jobber in the United States of the bigger sales and more profits for them if they promote and feature Father's Day.

There is no doubt but what a huge increase in the sale of cigars, cigarettes, pipes, tobacco and other smokers' articles for the month of June will be the proven result if action is taken on the part of all to promote this Father's Day campaign.

Last year many dealers did as much cigar business in the few days before Father's Day as they did the few days preceding Christmas.

Some manufacturers last year put up special Father's Day packages and many more will follow the example set in 1927 in producing special Father's Day packages.

The advertising material for the 1928 Father's Day consists of a window poster, an envelope insert and a sticker. All of these are being printed in effective colorful combinations. Manufacturers and jobbers should use none other than the National Father's Day Poster. All of this material represents the manufacturers, jobbers and dealers advertising. It will help them all sell more of their merchandise. They should therefore order this material in liberal quantities, that is the manufacturers and jobbers, for use among the dealers.

The window poster is 22 inches by 10 inches, printed in dark red and black on orange paper. It is gummed on the back so that the dealers can easily place same on their windows. The display of these posters by dealers will mean increased sales for them.

The envelope insert is an attractive four-page folder size 3¼ by 6 inches, printed in the same colors as the poster. It features the importance of dealers preparing for Father's Day, and is ideal for inclosing in correspondence, bills and statements. There is space providing for the jobber's or manufacturer's imprint.

The sticker is 4 by 2 inches, also of the same colorful effect as the poster and envelope insert. These are printed on gummed paper and are to be attached to letterheads, bills, statements, packages, etc.

The prices on this material is as follows: Posters, $35 per thousand; inserts, $13.50 per thousand; stickers, $7.50 per thousand. Net cash, f. o. b. New York City. Check should accompany all orders, and should be made payable to the order of E. M. Freeman, Director of the Father's Day Committee.

(Continued on Page 18)

MARTIN CIGAR CO. TAKES OVER PALMER SCHOOL CAFETERIA

THE MARTIN CIGAR COMPANY, of Davenport, Iowa, has taken over the management and operation of the Palmer School Cafeteria, at Ninth and Brady Streets, that city, according to an announcement by George H. Martin, president of the Martin Cigar Company.

Actual control was assumed on March 1st, but the formal opening did not take place until last Sunday. The mammoth commissary department of the Martin Cigar Company has already been moved to the new location, where all food, including pastry, will be prepared for the eleven luncheonettes now operated by the Martin Company in three cities.

The Palmer School Cafeteria is the largest in the State, according to Mr. Martin, and has a seating capacity of three hundred. The kitchen is one of the finest and most modern in every respect in that part of the country.

It is equipped with elaborate baking machines, modern refrigeration and automatic dishwashing machines employing live steam.

In addition to taking over the cafeteria, the company has also acquired control of the cigar and candy departments and the outdoor soda fountain "Twilldo," adjoining.

Last year the Martin Cigar Company fed approximately one and one-half million people in the three cities in which they operate their eleven luncheonettes.

In its wholesale cigar and tobacco activities the company serves sixteen counties; eight in Iowa and eight in Illinois.

UNION TOBACCO INITIAL DIVIDEND

The Union Tobacco Company, subsidiary of the recently organized Union-United Tobacco Corporation, has declared an initial dividend of $1.75 a share on the Class A stock of the company, payable April 2d to stockholders of record March 15th.

The United Drug Company and subsidiaries earned $11.47 a share on their common stock in the year 1927, after preferred dividends.

AMERICAN CIGAR EARNINGS

Net earnings of the American Cigar Company for the year 1927 was equal, after preferred dividends, to $12.44 a share on the 200,000 shares of common stock outstanding.

LESCHEY-MYERS TEAM A WINNER

LESCHEY-MYERS BASKET BALL TEAM

THE ABOVE PICTURE shows the splendid basket ball team composed of employees of the Leschey-Myers Cigar Box Company, who have automatically equipped factories for the production of cigar boxes at Hanover and York, Pa. Reading from left to right, the players are: Rear row, Toney Belz, Hank Kehoe, Ray Hemler, Skis Smith, Pinkey Devine, Red Marsh; front row, Hod Carr, Stanley Poist (manager) and Jake Mohrline (captain).

This team has had a most successful season, having won to date thirteen out of fourteen games played, and are so confident of their ability that they challenge any team in the industry. The success of this quintette is due to the leadership of Stanley Poist as manager and also to the all-round star performance of the players.

The names which you see on the shirts of the players denote another demonstration of beneficial co-operative advertising which is so frequently used by the Leschey-Myers Company. The impression created by the gentlemanly sportsmanship of this all-star basket ball quintette creates a sales stimulus for their customers' products, and is an assured fact that the brand names that are woven on the shirts of these athletes become better known in every community in which they play.

They have a few open dates, and any team desirous of arranging for a game may do so my communicating with Stanley Poist, manager, care of the Leschey-Myers Cigar Box Company, York, Pa.

GENERAL CIGAR REDUCES CAPITAL STOCK

Notice has been filed with the Secretary of State, at Albany, N. Y., by the General Cigar Company, that that Company is reducing their capital stock from 600,000 shares to 550,000 shares. Of the 600,000 shares, 100,000 shares were preferred stock with $100 par value and 500,000 shares were common stock of no par value. The 550,000 shares remaining after the reduction will consist of 50,000 shares of preferred stock of $100 par value and 500,000 shares of common stock of no par value.

On December 1st, 1927, the General Cigar Company called for redemption its debenture preferred stock and practically the entire issue was converted into common stock on the basis of two for one.

SOUTH HILL MARKET CLOSES

South Hill Tobacco Market closed the season 1927 crop on February 29th with the second largest sale to her credit of any year in her history. The 8,942,044 pounds for this season was exceeded only by the phenomenally large crop of 1920 when 10,550,309 pounds were sold. This year's sales are a gain of 19 per cent. over those of the 1926 crop, which was 7,489,616 pounds.

Prices this year are reasonably fair, the average for the season being $19.85, as compared with $22.78 last year, and $15 for the 1925 crop.

The total sales this year amounted to $1,774,703.86, which is considerably more than for any year since 1922.

N. C. L. T. A. CARRIES PARCEL POST PROTEST TO INDIVIDUAL CONGRESSMEN

ALTHOUGH the National Cigar Leaf Tobacco Association has already filed vigorous protest with the House Ways and Means Committee against the passage of the Cuban Parcel Post Bill which aims to permit the importation of cigars into the United States from Cuba in less than lots of 3000 direct from the manufacturer to the consumer, in view of the tremendous amount of propaganda being circulated by those in favor of the bill it has been decided to carry the fight further, and, following a conference of officials of the Association with their Washington representative, W. L. Crounse it was decided to bring their protest to the attention of each individual Congressman.

Accordingly the following letter has been mailed to each member of the House at Washington by the Association:

"On behalf of the National Cigar Leaf Tobacco Association, a comprehensive national trade organization including in its membership practically all the houses engaged in the packing of domestic cigar leaf tobacco and in the importation and distribution of both foreign and domestic leaf, we desire to enter a formal protest against the enactment of the bill H. R. 9195, the passage of which would repeal the salutary provisions of the Internal Revenue laws prohibiting the importation of cigars in quantities of less than 3,000.

"This legislative proposition has been presented substantially in the same form for the past 14 years, always with the threat that unless Congress takes favorable action all parcel post, and in some cases all mail, relations with Cuba would within a few months be completely severed by the action of the Cuban government. Up to the present time Congress has refused to yield to this threat and, of course, the postal relations with Cuba have remained undisturbed except that recently the Cuban government has expanded them by the conclusion of a parcel post arrangement increasing the weight limit for packages from four pounds, six ounces to 11 pounds. It thus happens that, instead of curtailing the privileges of American shippers because Congress has refused to enact this legislation under duress, Cuba has wisely expanded them.

"Under the circumstances the statement made by the advocates of this measure that Cuba will cut off all postal relations with the United States if this bill fails of passage within the next few weeks can hardly commend itself to any reasonably well informed person. It is highly significant that in framing the temporary parcel post agreement now in force the Cuban government was careful enough to provide that if the legislation now again sought were denied Cuba reserved the right to denounce the agreement, instead of providing that the agreement should automatically terminate upon the failure of Congress to pass this bill on or before a certain date. That the American Congress, under these circumstances, will be stampeded into taking action obviously contrary to the interests of a large number of its citizens and calculated to imperil the integrity of our customs revenues is unthinkable.

"What interests are demanding the enactment of this legislation? Apparently this bill is designed to make a market in the United States for cigars made in Cuba; nevertheless, the voluminous record of fourteen years before your committee, which includes hundreds of pages of oral testimony, briefs, etc., will be searched in vain for the scratch of a pen to indicate that the

(*Continued on Page 15*)

FRANK TRUFAX EXPLODES THE POOR BUSINESS PRESIDENTIAL YEAR THEORY

UNDER the nom-de-plume of "Frank Trufax," "Distributor of Bayuk Cigars," a well-known member of the staff of Bayuk Cigars, Incorporated, writes the following letter to the salesmen of Bayuk products exploding that old "bugaboo" that "business is always poor during the Presidential election year":

" 'This is Presidential year and we want to watch our step. Can't expect to do much in 1928, 'cause every Presidential year business goes to the bow-wows.'

"Get that! 'EVERY Presidential year' business goes to L! How many of us believe that?

"You're going to hear this hokum from the gloom-gluttons and cheer-chasers and, boys, you want to be prepared to mangle this myth and suppress this superstitution because it is pure bunkum.

"That each Presidential year is a bum year is a tarnished tradition not founded on facts. Don't fall for it!

"There have been some Presidential years when business was 'poor'; some Presidential years when business was 'good.' When it was relatively 'poor,' was it because it was Presidential year?

"You say 'Yes.' All right, then—when business was relatively 'good' in a Presidential year, was it 'good' because it was Presidential year? If you say 'Yes' to the former question, you simply must say 'Yes' to the latter. So, don't you see that at the very worst a Presidential year should get an even break?

"That's the big thing I'm getting at—let's give this 1928 Presidential year an even break not hampered with the foregone conclusion that just because it is a Presidential year it must necessarily be a rotten business year.

"Out of the previous twelve Presidential years, let's pick at random and intelligently see what actually happened in some Presidential years.

"For instance, 1888, a Presidential year, saw better business than 1886, not a Presidential year.

"1892, a Presidential year, things in business burned brighter than in 1893, not a Presidential year.

"1912, a Presidential year, better than 1911, the year before, and 1916, a Presidential year, business sped ahead faster than 1915, while in 1920, a Presidential year, business was more brisk than in the year that followed, 1921.

"Considering figures on production as indicative of cigar business in Presidential years, what do Facts instead of fiction prove?

"1904, a Presidential year, was a better cigar year than say, in 1902, whose year had no election worries.

"1912, a Presidential year, better than 1910; 1916, a Presidential year, better than 1915; 1920, a Presidential year, ran way beyond either the year before or the year that followed, neither one of which were Presidential years.

"Enuf figures, boys? I'll say so, too.

"If certain fundamental factors of business arise in any period of time, business is affected, but business CAN be just as good in a Presidential year as business can fall off in a year of no Presidential elections.

"Will any detrimental influence to business crop up in 1928? Maybe, yes—maybe, no.

"BUT,—the biggest and boobiest bump to business will be the one that you create by letting linger in your mind that 1928 will be a Punk Year 'cause it is a Presidential year.

"You can't prove it!!

"Yours, factfully,

"(Signed) FRANK TRUFAX."

PHILADELPHIA.

"LA PALINA" TAKES THE AIR

ON LAST MONDAY night a "La Palina" hour was inaugurated over the radio through the WOR chain. The program features a group of vocal and instrumental soloists, a guitar quartet, and an orchestra specializing in South American and Spanish music.

The program was broadcast over the entire Columbia chain, consisting of stations WOR, WCAU, WNAC, WEAN, WFBL, WMAK, WCAO, WJAS, WADC, WAIU, WKRC, WGHP, WMAQ, WOWO, KMOX, KMBC, and KOIL, and will be heard in the future on Monday and Friday evenings each week at 10 o'clock Eastern Standard Time.

JOHN WAGNER SONS BUSINESS GOOD IN IMPORTED LINES

Out of seven shipments of imported cigars entered through the Port of Philadelphia so far this year, four of them have been consigned to John Wagner & Son, at 233 Dock St., distributors of fine imported and domestic cigars, which gives some indication of the splendid business which they are doing with the clubs and hotels and other users of fine imported cigars.

The Tampa made line of clear havanas, manufactured by the veteran, Pancho Arango, under the "Don Sebastian" brand, continues to be in steady demand.

Mr. Arango was very fortunate in securing some of the finest wrappers in the Havana market and John Wagner and Sons are fortunate in having a good supply of the finer sizes of this brand on which these wrappers have been used.

NEWMAN ON WESTERN TRIP

A. Joseph Newman, sales manager for Bayuk Cigars, Incorporated, is on a trip through the Middle West at the present time and will not return to headquarters for some time.

He expects to visit as far West as St. Louis and Kansas City, and as far South as Texas on the trip.

YAHN & McDONNELL ACQUIRE ANOTHER

The cigar stand in the University Club, at the University of Pennsylvania, has been added to the chain of retail stands operated by Yahn & McDonnell, cigar distributors, of North Seventh Street.

AMERICAN ESTABLISHES PHILA. BRANCH

JOHN B. WILLIAMS, former president of the Victory Cigar Company, has been appointed manager of the newly established distributing branch of the American Cigar Company, located at 245 So. 3rd St., and will feature in the future "Roi Tan", "Chancellor" and "Cremo" in the Philadelphia territory.

The entire business of the Victory Cigar Company has been taken over by the new American Cigar Company branch as well as the personnel, consisting of: John B. Williams, John P. Sweeney, Sidney Gould, George H. Taylor, John D. Carr, Leo Crowley, John B. Curran, A. D. Jacobson, Joseph F. Doyle, Arthur Schear, and John Nydick.

The branch will also continue the distribution of the "Victory" cigar and other products manufactured by the Victory Cigar Company.

"HERBERT TAREYTON" GOING STRONG

Tom Allely, Union Tobacco Company representative in this district, reports "Herbert Tareyton" going over big since the reduction in price. Although newspaper advertisements state that "Tareytons" are now retailed at twenty for twenty cents, most of the dealers are displaying them at twenty for fifteen cents, in order to compete with the chain stores.

CONGRESS DIRECTORS RE-ELECTED

At the annual meeting of the Congress Cigar Company, held recently, the six retiring directors were re-elected and J. P. Ripley, of the National City Bank of New York City, was also elected an additional member of the board.

TERMINAL CIGAR CO. FILES SCHEDULE

The Terminal Cigar Company, Twelfth and Filbert Streets, which filed a petition in bankruptcy a short time ago, has filed a schedule of assets and liabilities. Liabilities are listed at $13,361, with assets of $1000.

LEAVE FOR AMSTERDAM

Among the cigar manufacturers who left on March 2d for the Amsterdam inscriptions were Sam Bayuk and Harvey L. Hirst, of Bayuk Cigars, Incorporated, and Samuel and William Paley, of the Congress Cigar Company.

A Great Long Filler Machine

Improved!

With Three Important Stock and Cost Saving Features—

1. Suction Rolling Table with Individual, Direct-Connected Motor-Driven Blower;
2. Latest Type of Friction Clutch with Emergency Stop;
3. The Famous Alemite-Zerk System of Lubrication.

Labor Stock and Money Saving Features

A—The suction rolling attachment assures smoother and more perfectly-rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of friction clutch and emergency stop makes the machine run more smoothly and permits the instantaneous stopping of the machine at any point. It also reduces the upkeep cost.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the fillers mechanically in exactly the same way as this is done by hand; a few sprigs of fillers being intermittently added until the bunch is built up to the proper size and condition.

F—Improved method of filler feeding insures uniform results even with inexperienced operators.

G—Any size or shape of bunch, and both right and left hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators it produces 450 to 500 uniform bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of fillers.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

Write for illustrated price folder and complete Model S information

***The* MODEL S UNIVERSAL**

Long Filler Bunch Machine

(Non-Blending Type)

For High Grade Work

THE MODEL S Universal Long Filler Machine is now being made with (or without) Suction Rolling Table, and with (or without) individual direct-connected, motor-driven blower. This new suction feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also *effects a saving of binders* because smaller binders can be used.

This High Grade Long Filler Bunch Machine is built with the latest type of friction clutch and emergency stop. This causes the machine to run more smoothly and permits the stopping of the machine at any point in its operation. It also reduces the upkeep cost of the machine.

The Model S is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

The price of the Model S Universal Long Filler Bunch Machine (non-blending type) equipped with ½ H. P. motor, individual drive equipment and two chairs, is

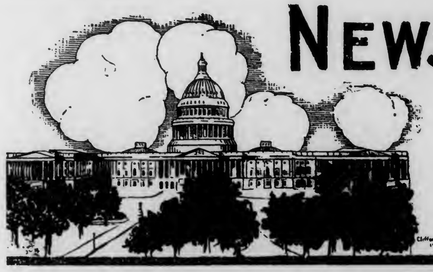
$1450

Convenient Time Payment Terms

With Suction Rolling Table . . $50.00 extra
With individual direct-connected, motor driven Blower . . $75.00 extra

Prices F. O. B. Factory Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

TRANSFER from the United States Census Bureau to the Department of Agriculture of the work of collecting and publishing statistics of tobacco is provided for in a bill passed by the House of Representatives on March 7th. The bill was introduced by Representative Gilbert, of Kentucky, and is the same as the measure passed by the House at the last session, which failed of action in the Senate.

The legislation provides that the Secretary of Agriculture shall gather and publish the statistics of the stocks of leaf tobacco in the possession of dealers, manufacturers, growers' co-operative associations, warehouses, brokers, holders, or owners, other than the original growers of tobacco, and he is also to establish standards for the classification of tobacco, specifying the types and groups of grades which shall be included in the returns required by the bill. Returns would not be required from any manufacturer of tobacco who in the preceding calendar year manufactured less than 50,000 pounds of tobacco, less than 250,000 cigars, or less than 1,000,000 cigarettes, or from any dealer in leaf tobacco who on the average had less than 50,000 pounds in stock at the ends of the four quarters of the preceding year.

It was explained that under the present law the dealers have to report only the stock in pounds, and that the bill simply transfers this duty from the Census Bureau to the Department of Agriculture, and widens the report so as to show not only the number of pounds on hand but the grade and group embraced, so that the producers will know how much is on hand before they prepare for another crop. The Secretary of Agriculture has reported favorably on the proposal, it was stated, and the Secretary of Commerce has no objection to the transfer.

Demurrage Charges on Parcel Post Packages Proposed

Demurrage charges on collect-on-delivery parcels not removed from the post office by the addressee within such reasonable time as may be prescribed by the Postmaster General are authorized in a bill introduced in the House of Representatives by Congressman Foss, of Massachusetts.

The bill would authorize the Postmaster General to return such parcels to the sender, charged with the return postage, whether or not they bear any specified time limit for delivery, and to impose a reasonable demurrage charge when delivery has not been made to either the addressee or the sender until after the expiration of the prescribed period.

Simplification of Trade-Mark Laws Urged

Simplification of the trade-mark laws so as to permit American manufacturers to protect their goods in foreign markets on an equality with foreign competitors was urged before the House Patents Committee last week by representatives of the American Bar Association. The measure introduced by Representative Vestal, of Indiana, the committee was told, is designed to enable the Patent Office to give quicker consideration to applications for trade-mark registration by manufacturers. The bill also contains provisions for the handling of infringement and fraud in the United States.

It is pointed out that the various Enropean countries have a much simpler procedure for the granting of trade-mark protection, and this is operating in various countries as a handicap to American manufacturers.

"This measure, which was passed by the House at the last session of Congress," declared Edward S. Rogers, of the Bar Association, "has had the benefit of a lot of discussion since it was started in 1920. I want to say that it is not a half-baked scheme, but rather a well-developed tool to provide protection from a species of fraud that is not much different than picking pockets. The attitude of the proponents of the bill has been to simplify trade-mark procedure and make it easy to obtain as many trade-marks as possible."

Closer Co-operation Between State and Commerce Departments Sought

Closer co-operation between the forces of the State and Commerce Departments engaged in the development of America's foreign trade in all parts of the world is being sought by Mrs. Edith Nourse Rogers, member of Congress from Massachusetts. Mrs. Rogers recently asked the heads of these departments for a survey of the work done by the Consuls, on the part of the State Department, and the commercial attaches and trade commissioners on the part of the Department of Commerce. The purpose of her inquiry was to determine whether, as a matter of economy and efficiency, a better liason and understanding can be brought about between the two. She was also desirous of ascertaining whether needless duplication of lines can be eliminated.

An official of each department has been detailed to undertake a complete check-up, as requested, it is learned, and Mrs. Rogers is to be kept informed of the progress of their investigation. Both officials are said to have had extensive field service and so are acquainted

(Continued on Page 16)

FEBRUARY CIGAR PRODUCTION SHOWS GAIN

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of February, 1928, and are issued by the Bureau. (Figures for February, 1928, are subject to revision until published in the annual report):

Products	*February, 1927*	*February, 1928*
Cigars (large):		
Class A .....No.	221,425,265	240,653,340
Class B .....No.	55,109,470	46,831,680
Class C .....No.	155,296,860	155,439,732
Class D .....No.	8,700,191	9,500,601
Class E .....No.	1,163,944	1,179,744
Total	441,695,730	453,605,097
Cigars (small) .....No.	39,493,520	28,724,000
Cigarettes (large) ....No.	893,001	699,850
Cigarettes (small) .....No.	6,609,166,380	7,531,913,840
Snuff, manufactured ..lbs.	3,410,244	3,873,848
Tobacco, manufactured .lbs.	28,463,221	28,436,420

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of February:

Products	*February, 1927*	*February, 1928*
Cigars (large):		
Class A .....No.	6,282,700	7,256,725
Class B .....No.	883,200	209,550
Class C .....No.	2,224,650	1,272,400
Class D .....No.	.....	3,700
Total	9,390,550	8,742,375
Cigars (small) .....No.	150,000	500,000
Cigarettes (large) ....No.	475,000	350,000
Cigarettes (small) ....No.	22,000	56,250

Tax-paid products from the Philippine Islands for the month of February:

Products	*February, 1927*	*February, 1928*
Cigars (large):		
Class A .....No.	12,447,630	13,285,075
Class B .....No.	178,056	265,057
Class C .....No.	115,080	192,188
Class D .....No.	1,571	26
Class E .....No.	50	505
Total	12,742,387	13,742,851
Cigarettes (small) ....No.	121,600	133,057
Tobacco, manufactured.lbs.	37	34

NOTE: Quantities of tax-paid products shown in above statement are indicated by stamp sales for the month.

Supplement to the February Statement of Internal Revenue Collections

Tobacco manufactures:		
Cigars	$ 1,547,868.05	$ 1,564,714.28
Cigarettes	19,834,293.55	22,601,209.61
Snuff	613,843.93	697,292.57
Tobacco, chewing and smoking	5,123,545.38	5,119,020.58

(Reproduced by Courtesy of America's Humor)

One of the Smith Brothers meets the manufacturer of "Old Gold" cigarettes.

STAUB WITH AMERICAN LABEL COMPANY

R. P. Schambach, president of the American Label Company, has announced that his company has made arrangements with Gus Staub whereby he will represent that company in this territory in the future.

Mr. Staub resigned from the Congress Cigar Company on January 1st, due to ill health, and after a two months' rest feels fit now to again engage in active business.

The American Label Company specializes in cigar box wraps and Mr. Staub, who has made a study of this method of covering cigar boxes, is well qualified to expound the merits of this class of merchandise to the cigar manufacturer.

Previous to his connection with the Congress Cigar Company Mr. Staub was connected with the General Cigar Company for twelve years.

ENGLISH TOBACCO AND CIGARETTES

In our classified column appears an advertisement of R. & J. Hill, Limited, of London, England, manufacturers of high-grade smoking tobaccos, cigars and cigarettes. R. & J. Hill are contractors to the British Admiralty, purveyors to the House of Lords, H. M. King of Norway, and also the Japanese Regie. Anyone wishing to obtain a stock of high-grade English tobaccos and cigarettes should get in touch with R. & J. Hill, of London, England.

"Hoot, Mon, Luckies dinna hurt my wind or throat," says Sir Harry Lauder, celebrated star

"It takes a Scotchman to truly appreciate that wonderful toasted flavor that comes in Lucky Strikes. I've smoked Luckies for years and all this time I've been active in my work which demands a clear voice for singing and good wind for dancing. And so I say to Sandy McGregor, 'It's always a bra bricht moonlicht nicht with Luckies—Hoot, Mon, they dinna hurt my wind or throat.'"

Harry Lauder

The Cream of the Tobacco Crop

"I buy Tobacco—I sell Tobacco—I Fox-hunt for my occasional pleasure. In my business, I have noticed that in this Southland where tobacco grows, The American Tobacco Company buys 'The Cream of the Crop,' for their LUCKY STRIKE Cigarettes. I am glad to testify as to their quality; their growth is no surprise to me, because I know what goes into their manufacture."

Jud a Jones

Tobacco Warehouseman

"It's toasted"

© 1928 The American Tobacco Co., Inc.

No Throat Irritation—No Cough.

"HELMAR" IN NEW PACKAGE

THE "Helmar" cigarette, manufactured by the P. Lorillard Company, is being marketed in a new cup-shaped package, the same as popular-priced brands, and is round in shape instead of oval.

The new style packing first made its appearance in Boston and after the experiment was proven a success in that city the new package was placed on the New York market, where it is meeting with equal success.

It is probable that distribution of the new packing will be extended to other points of the country just as soon as it is demonstrated that the demand is spreading.

TAMPA PRODUCTION GAINS IN FEBRUARY

According to statistics furnished by the Internal Revenue Bureau, production of cigars in Tampa, Fla., showed an increase of a little more than 1,000,000 during the month of February, 1928, over the same month in 1927.

Total production of all classes in February, 1928, was 33,299,020, which compares with the February, 1927, production of 32,064,799. Of this total production, approximately one-third was class A; almost one-half of the production was class C, and the balance was class D. The production of class B, which retail at more than five cents and not more than eight cents, was approximately 500,000, and the class E production was negligible.

YORK COMPANY CIGARS GAIN IN FEBRUARY

Cigar production in the York County District during the month of February showed a gain of approximately 2,000,000 over the same month last year. Sales of stamps at the York office denoted a decrease in classes B and C with a slight gain in classes A and D. Sales at the Red Lion office, however, showed a considerable increase in class A and a negligible loss in classes B and C. Comparative production figures for the combined offices are as follows:

	1927	*1928*
Class A	45,647,255	50,020,050
Class B	1,490,480	373,330
Class C	3,114,114	1,696,234
Class D	1,110	1,200
Class E	960	.....
Total	50,253,919	52,090,814

AXTON-FISHER COMPANY REORGANIZES

At a special meeting of stockholders of the Axton-Fisher Company, of Louisville, Ky., manufacturers of "Clown" and "Spud" cigarettes, held March 7th, the company was reorganized under new articles of incorporation which increased the capital stock of the company from $1,500,000 to $4,500,000. No change was made in the officers of the company.

The "Clown" cigarette is a popular seller in the Middle West, and the "Spud," which is a mentholated cigarette, has a more national distribution.

HELME STOCK ON $5 BASIS

The Board of Directors of the Geo. W. Helme Co., has declared a quarterly dividend of $1.25 a share on the common stock of the Company thus placing the stock on a $5 annual basis. Previously the stock had been on a $3 basis, and three months ago an extra dividend of $3 a share was declared.

KRAMER ADDRESSES CONNECTICUT GROWERS

LOUIS KRAMER, of the leaf tobacco department of Bayuk Cigars, Incorporated, journeyed to Hatfield, Connecticut, last week and addressed a meeting of 150 tobacco growers of the Connecticut Valley.

Mr. Cramer's address was on "Better Tobacco and a Feeling of Better Understanding and Mutual Trust in One Another," which was listened to with keen interest by those present.

Mr. Kramer has always shown a keen interest on the subject of growing better tobacco and is well versed on the subject.

At the conclusion of the meeting he invited several of the growers to accompany him to Lancaster County, Pa., where they could get an idea of the situation in that district.

LINARES, FORMER P. R. AGENT, DEAD

The many friends of Francisco Linares, former chief agent of the Government of Porto Rico Tobacco Guarantee Agency, will regret to learn of his death at his home in San Sebastian, Porto Rico, on March 1st.

Mr. Linares had been in ill health for more than a year and after undergoing an operation in New York, was forced to return to Porto Rico where he hoped that he might regain his health. However, his hopes were in vain and he decided to resign from the tobacco agency last November, and on January 1st, M. T. Saldana, who is at present in charge of the agency, was appointed to succeed him.

Mr. Linares is survived by his widow and three children. He was forty-two years of age.

DEAL IN TOBACCO SHARES

A great amount of interest was aroused last month by the announcement that three of the directors of Cohen, Weenen & Co., Ltd., had purchased a substantial block of shares in the United Kingdom Tobacco Co., Ltd., owning Messrs. Major Drapkin & Co., Messrs. Nicolas Sarony & Co., and Messrs. B. Muratti Sons & Co. It transpires, however, that the purchase was a purely private one, made by Mr. Arthur Donn, chairman and managing director of Cohen, Weenen & Co., Ltd., and two of his co-directors, Messrs. Harold Bromet and Clifton Paul Rogers, and does not give control, nor is there any truth in the suggestion that the deal is of American origin.—*Cigar and Tobacco World*, London.

KENLEY IN NEW QUARTERS

The offices and sales rooms of Kenley, Incorporated, cigar distributor, formerly located at 1207 Walnut Street, have been moved and are now located at 115 Chestnut Street, which is out of the high rent district.

The new cigar stand in the Fidelity Trust Building, now under construction on South Broad Street, will be under the Kenley management, and it is expected it will be ready for business on June 1st.

"CHESTERFIELD" SALES INCREASE

According to an announcement by the Liggett & Myers Tobacco Company, sales of their "Chesterfield" cigarettes have increased in the past five years from 7,000,000,000 in 1922 to 28,000,000,000 in the year 1927.

UNITED LEASES NEW CORNER

The United Cigar Stores Company has leased the corner store at Thirteenth and Filbert Streets, and will operate a soda fountain and luncheon counter there in addition to their cigar and tobacco counters. The lease is for a term of ten years.

The corner store at Fifth and Market Streets, recently vacated by Finkelman Brothers, is undergoing alterations and will also be occupied by the United Cigar Stores Company as soon as the alterations are completed.

P. J. HANLON RESIGNS FROM MUTUAL

P. J. Hanlon has resigned from the Mutual Tobacco Corporation, which was organized a short time ago for the purpose of effecting a combine of leading jobbing firms throughout the country, and is now associated with Suprenant & Company, of New York City. Suprenant & Company are prominent originators of investment underwritings, and it is rumored that he has a huge tobacco merger under consideration.

Mr. Hanlon is a former vice-president of the American Tobacco Company, and of the P. Lorillard Company.

MORE LANCASTER TOBACCO IN 1928

The Lancaster County tobaco crop has practically all passed from the hands of the growers to the packers and manufacturers and the prices ranged around twenty-one cents, which was very satisfactory to the grower, and as is usual following a year when good prices prevail, all indications point to an increased production during the 1928 growing season.

"LA INTIMIDAD" FOR G. S. NICHOLAS

G. S. Nicholas & Son, cigar distributors of 43 Beaver Street, New York City, have taken on the distribution of "La Intimidad," the well-known imported clear Havana cigar, manufactured in the "La Intimidad" factory in Havana, Cuba. J. Martin, of the cigar department of G. S. Nicholas & Son will have charge of the promotion of this brand.

ANDRUSS RETURNS FROM TRIP

Willis Andruss, sales manager for the Congress Cigar Company, has returned from an extended trip as far as the Pacific Coast, where he visited the distributors of "La Palina" cigars in that territory and reports conditions in all sections as entirely satisfactory and all indications point to 1928 being the biggest year in "La Palina" history.

PERIQUE GROWER PASSES AWAY

Firmin Reynaud, president of the St. James Perique Tobacco Company, died at Lutcher, La., on March 1st, at the age of seventy years.

Perique tobacco is grown only in a small section of the country and is very strong. It is used only for blending with other tobaccos, and imparts a flavor which is pleasing to some smokers.

H. S. CULLMAN TO ATTEND DEMOCRATIC CONVENTION

Howard S. Cullman, of Cullman Brothers, leaf tobacco dealers of New York City, has been named an alternate to the Democratic Convention, which will be held in Houston, Texas, in June.

NEW CURRENCY CIGARS

Foil wrapping keeps them fresh but you never keep them long . . . It pays to have them in stock and on display. P. Lorillard Company, Inc., 119 West 40th Street, New York.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHARLES I. EISENLOHR, Philadelphia, Pa.	Ex-President
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REVIEW OF THE AMERICAN TOBACCO PRODUCTS INDUSTRY FOR 1927

Predominance of the Cigarette

IN the American tobacco industry the year 1927 closed with the cigarette in greater predominance than ever before, according to official trade and production data as interpreted by the Tobacco Section of the Department of Commerce. There is no doubt that machine-made cigars are growing in use in the United States. Moreover, smoking and chewing tobacco showed increased strength in the export trade during the year, but American cigarette production in registered factories climbed to 97 billion, and reached the highest point of an uninterrupted ascent which has been continuing since 1921. The increase in cigarette production in 1927 amounted to 8.5 per cent. over 1926; and the increase in 1926 was 7.5 per cent. compared with 1925. These figures do not include some six or seven billion cigarettes manufactured in bonded warehouses from imported tobacco and designed exclusively for export.

Leaf tobacco consumed in the manufacture of cigarettes in the United States amounts to three-eighths of the total leaf consumption of the entire manufacturing industry; and in the export trade of 1927, cigarettes represented 83 per cent. of the total export value of all tobacco products. More than 289,000,000 pounds of stemmed leaf were consumed in the manufacture of cigarettes in 1927, nearly 70,000,000 pounds of which were imported from Greece and Turkey for the purpose of blends. Imports of cigarette leaf were 93 per cent. greater in 1927 than in 1926. The types of tobacco that enter into cigarette consumption are the flue cured varieties of the Carolinas and Virginia and the light grades of Burley.

The cigarette industry is the most highly concentrated of all American tobacco manufactures, the census of 1925 showing only 143 factories engaged in the manufacture of cigarettes, out of 10,022 factories operating. More than half the cigarette factories are in the State of New York, Pennsylvania has twelve; Californie, eleven; and North Carolina and Virginia, six each.

Production costs in the cigarette industry remain fairly stable owing to mass production and the fact that manufacturers average the cost of their raw material over several years. Thus price fluctuations of leaf affect the industry only in a small way. The expense of advertising is a constantly increasing factor but this is an expenditure usually offset by increased sales. In view of the increasingly keen competition it has become especially difficult to introduce new brands without heavy advertising costs; however, the past year witnessed the introduction of several new American brands.

Snuff Production Increases: Manufactured Tobacco Declines

Snuff factories in 1927 showed a surprising output of 40,155,000 pounds compared with 38,105,000 pounds in 1926 according to reports of the Bureau of Internal Revenue. On the other hand a sharp decline was registered in the production of manufactured tobacco, which amounted to only 353,920,000 pounds in 1927 compared with 371,971,000 pounds during the previous year. This decline is due to the production of chewing tobacco which has been consistently decreasing since 1923. Smoking tobacco has shown a fairly steady increase in production since 1920, amounting to 246,439,000 pounds in 1926. Segregated data are not yet available for 1927.

The following table shows the monthly production of cigarettes in 1926 and 1927:

Cigarettes

	—Number—	
	1926	*1927*
January	6,944,937,235	7,270,352,858
February	6,240,859,950	6,610,059,381
March	7,634,596,561	8,027,117,557
April	6,974,122,600	7,881,357,486
May	7,258,825,402	8,540,285,001
June	8,487,514,057	8,737,048,352
July	7,961,709,918	8,277,877,087
August	8,069,490,600	9,329,125,432
September	8,086,992,661	8,995,374,139
October	8,061,968,528	8,553,456,601
November	7,346,131,143	8,095,002,359
December	6,393,073,297	6,871,111,766
Total	80,460,221,925	97,188,168,019

Trade

Although the United States has a substantial foreign trade in chewing and smoking tobacco, any fluctuation in the export trade is due to cigarettes. Thus difficulties in the Chinese cigarette market in 1927 were sufficiently grave to reduce total exports of American tobacco products from $20,499,000 in 1926 to $16,527,000 in 1927, marking a decline of nearly 20 per cent. Cigarette exports to China have been declining since 1923 but exports to that country in 1927 amounted to little more than four billion in number, and total exports were only seven billion. China alone took nearly seven billion American cigarettes in 1926, out of a total exportation of about nine and one-half billion.

"The most serious developments in China during the past year affecting cigarette sales have been the never-ending series of tax measures instituted by the various factions in control of different areas. This situation, arising out of the great need of funds by all factions, has contributed more than any other one thing to the difficulty of carrying on business, so much so in fact that during the latter half of the year operations in south and central China were largely confined to treaty ports areas on a cash basis, leaving the risk of attempting delivery to interior districts in the hands of native dealers.

No new cigarette markets of startling importance developed in 1927, although there was a consistent and healthy growth among some of the recently acquired ones. Panama, the Philippines, and France were particularly encouraging.

Plug tobacco, which ranks next to cigarettes in the export trade enjoyed a substantial increase in exports during 1927 as compared with 1926, amounting to 3,727,931 pounds valued at $1,855,972. This trade remains quite steady as a rule, the principal buyers being Australia, and New Zealand, the Philippine Islands, the United Kingdom, Cuba and Panama. For several years exports of chewing tobacco to Canada have been increasing, and in 1927 over half a million pounds were marketed in that country making it second in importance as a market for chewing tobacco.

Smoking tobacco exports in 1927 amounted to 1,134,121 pounds valued at $727,825, and reflected a slight increase over the trade of 1926. Smoking tobacco bears the distinction in the export trade of being sold in a great many countries. Canada is the most important buyer and took only 148,665 pounds in 1927. Newfoundland and Labrador, British Malaya, Panama, Australia and New Zealand are other markets of importance.

N. C. L. T. A. PARCEL POST

(*Continued from Page 5*)

Cuban cigar manufacturers are seeking this legislation. On the contrary, we have been reliably informed that the leading producers of cigars in Cuba have opposed this measure on the ground that the direct shipment of cigars to American consumers by parcel post would mean the sending to this country of low-grade, unidentified products which would speedily result in the destruction of the reputation of the Cuban cigar throughout the United States and the dealing of a ruinous blow to the second largest industry of the Island. Within the past few days, however, it appears that the Cuban cigar producers have undergone an eleventh-hour change of heart. We are advised that a letter to the Secretary of Communications of Cuba from the Union Cigar and Cigarette Manufacturers of the Island reversing its former attitude of opposition and approving the pending bill, has been signed by the leading manufacturers of high-grade cigars. We find it difficult to believe that the experienced business men operating the leading cigar factories of Cuba has been for fourteen long years in error as to where their interests lay and have suddenly seen the light at this particularly psychological moment. We cannot escape the conviction that the apparent change of heart is due to the pressure that has been brought to bear upon the cigar producers of Cuba as the result of the spectacular events of the past few weeks during which the most roseate pictures of more profitable trade relations with the United States have been painted for the Cuban people by the leading statesmen of the Western Hemisphere.

"It is an extraordinary fact which cannot have escaped your attention that the principal advocates of this legislation are the representatives of certain export associations who have the effrontery to assure your committee that this legislation can be enacted without danger to the American cigar industry for the reason that it will prove impracticable for Cuban cigar manufacturers to ship their product by parcel post to American consumers. In other words, these gentlemen assure you, in effect, that Congress by the passage of this proposed law will merely be handing the Cuban Government a "gold brick" in exchange for the continuance of a mail privilege of great value to the American exporter. We cannot believe that the American Congress will be a party to a transaction as questionable, not to say dishonorable, even though the demand for this legislation by the Cuban government be accompanied by a threat."

The letter further cites various statistics pertinent to the Bill in question, and is signed by Nathan I. Bijur, President of the N. C. L. T. A.; Joseph Mendelsohn, Chairman of the Legislative Committee, and W. L. Crounse, Washington Representative.

WAITT & BOND EARNINGS INCREASE

Net income of Waitt & Bond, Incorporated, for the year ending December 31st, 1927, was $605,774, after charges, including Federal taxes, which is equivalent to $6.05 a share on the 100,000 shares of Class A preference stock, and, after allowing for Class A dividends, to $2.02 a share on the 200,000 shares of Class B stock.

This compares with $585,416, or $5.85 a share on the Class A stock, and to $1.92 a share on the Class B stock earned in the year 1926.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by A. SANTAELLA & CO.

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

made good

LA PALINA

CIGAR

News from Congress

(*Continued from Page 8*)

with the problems of the three classes of men in foreign trade development work.

Reports have come to Washington of clashes between the several services representing the United States abroad. Probably each of the departments presided over by Cabinet officers and some of the independent offices of the Government have representatives abroad and sometimes the overlapping of duties leads to friction.

Flexibility of Tariff Act Again Up for Argument

Constitutionality of the flexible provisions of the Tariff Act of 1922 was argued before the United States Supreme Court on March 1st, and the Court in the near future will render an opinion as to whether these sections, under which the President is authorized to increase or lower duties, contravene the provisions of the Constitution.

The case under consideration arose from a proclamation by the President increasing the duty on barium dioxide by 50 per cent.

Counsel for the importers contended before the Court that the provisions contemplated an unconstitutional delegation by Congress to the President of power to impose duties on imports which is vested exclusively in the Congress. The Government, on the other hand, argued that the delegation was merely to find facts and to apply rules laid down by Congress on the ascertainment of certain conditions, the President being instructed broadly to find the difference in the cost of production at home and abroad and to equalize the same by increasing or decreasing the rate of duty under rules promulgated by Congress.

I. C. C. Dismisses Complaint on Tipping Pullman Porters

The Interstate Commerce Commission has dismissed, for want of jurisdiction, a complaint filed by the Brotherhood of Sleeping Car Porters asking it to investigate the practice of tipping porters and to require the Pullman Company to cease and desist from encouraging or permitting the tipping practice.

In its report the Commission points out that there is no law which prohibits tipping of porters, and states that a consideration of the complaint "leads only to the conclusion that the real objective sought is increased wages." This, it is stated, is a matter over which the Interstate Commerce Commission has no authority.

MONTGOMERY RESIGNS FROM LIGGETT & MYERS

H. S. Montgomery, who has been connected with the buying staff of the Liggett & Myers Tobacco Company for some time, looking after purchases of leaf tobacco in the Southern leaf markets, has resigned from that company in order that he may devote more time to his own individual business interests. Mr. Montgomery had a host of friends in the Southern markets who regret that he will no longer be among them.

ENGLAND DOES NOT FAVOR STENOG. WHO SMOKES

IN THE LONDON letter in the *New York Tribune* the question "How long does it take for a stenographer to light her cigarette?" is answered by "Long enough to put on her hat and coat and stop at the cashier's desk on the way out."

London's tired business men just can't use girls who smoke daily at the job, is the efficiency expert's answer to complaints that business girls are being dismissed for "trivial reasons." They don't object to the minutes wasted in powdering noses, but when to this is added the precious time lost by feminine smoking habits, it is time to call a halt, it is explained.

While with a man the lighting of a cigarette is an operation of barely a second, with the girls it becomes a sort of ritual, observers find. First, she gets the case out of her handbag, extracts the cigarette, then fiddles about putting it in a cigarette holder, and finally lights it with a patent lighter, which as often as not takes some moments before it will function.

When the cigarette is half smoked she throws it away, and the performance begins again. By the end of the day she has painlessly killed a lot of time.

Is this mere prejudice, or is the business girl herself to blame when she is sacked for "trivial reasons"?

IMPERIAL TOBACCO CO. PAYS 25 PER CENT.

At the annual meeting of the Imperial Tobacco Company, of Great Britain and Ireland, held on February 21st at Bristol, England, net profit for the year, and interest and dividends on investments (including dividends on capital employed outside the United Kingdom), and after fully providing for all charges, was reported as £9,227,796 (approximately $46,000,000) as compared with £8,968,355 (approximately $44,500,000) for the year 1926.

After providing £250,000 to Pensions and £500,000 for General Réserve, the balance in Undivided Profits amounted to £9,299,174. Out of this total the dividends upon the three classes of Preference Capital were provided. Upon the Ordinary Shares an interim dividend of 7½ per cent., free of tax, was paid on September 1, 1927, and a final dividend of 10 per cent. was then declared and a bonus of 1s. 6d. per share, both free of income tax, and being a total of 25 per cent. for the year, which is one per cent. more than was paid for the year 1926. After all these allocations there still remained to be carried forward for the current year as undivided profit the sum of £959,041 (approximately $4,700,000).

HARTMAN TOBACCO CO. STOCK OFFERED

Stock in the newly organized Hartman Tobacco Company, of Hartford, Conn., is being offered by a banking group headed by Thompson, Fenn & Company, and including Putnam & Company, Adams, Merrill & Company, Roy T. H. Barnes & Company, and Robert C. Buell & Company.

The stock is 6½ per cent. cumulative first preferred, and is offered at 98½ a share. The issue consists of $1,500,000.

The Hartman Tobacco Company represents a consolidation of the businesses and properties of A. & S. Hartman; Steane, Hartman & Company, Incorporated, and Sol. Kohn & Company, together with the subsidiaries and affiliated interests, all engaged in the leaf tobacco business in Connecticut.

CIGAR PROPAGANDA IN ENGLAND

THE FOLLOWING letter, written to the editor of the *Cigar and Tobacco World*, of London, England, will give our readers an idea of the efforts put forth in that country to stimulate the consumption of cigars:

"*To the Editor of the Cigar and Tobacco World.*

"Dear Sir:

"In your last month's issue you published my article suggesting a possible means of again uplifting the cigar trade.

"I advocated a trial here of the plan which has been successful in Sweden—the mass production and marketing of all-tobacco cigarillos for propaganda, to compete with the cheap packets of cigarettes.

"Many gentlemen belonging to the various sections of the cigar industry have since favoured me by letter and verbally, with their criticisms of this idea, and suggested others. This indicates that there is interest in the cigar trade, so cannot the bright ideas of all the best brains engaged in the industry be pooled, and from them a workable plan be evolved to revivify the industry, as with other trades having less money embarked in them than ours?

"I, as the owner of a cigar firm, of which my family's management has lasted for eighty years, in direct succession through three generations, venture to suggest as a start, a general meeting of firms engaged in every branch of the cigar industry, for a conference. If someone influential and absolutely non-partisan—and I have in mind a gentleman known and trusted by all—could be induced to call such a conference, and give his energies for the common good, it should be possible to get British and Havana and Colonial manufacturers together with importers, retailers and dealers to attend. With him as chairman, obviously the next step would be the formation of a large general cigar trade association, that every firm having at heart the interests of the industry as a whole, could join.

"Then would come the examination, by an elected representative committee, of all suggestions, and the hammering out of a considered scheme which would benefit every one, if all sections of the trade sink their differences and help to work it.

"Can the influence of your valued journal be solicited with this object?

"Yours very truly,
"JAMES KNUTFORD.

"7 Milford Lane,
"(East Strand), London, W.C.2.
"February 22, 1928."

IT COSTS $100 TO USE CIGAR LIGHTER IN PERU

Henry Wiederhold, who has just returned from a trip through South America, related the following incident before the Rotary Club at a luncheon here recently:

"Click! Flash!" An American, just landed in Peru, had used his cigar-lighter to light his cigarette.

"Bing! Bang!" A Peruvian policeman had placed the American under arrest.

Bingo! "One hundred dollars fine!" pronounced the judge.

And that's how Peruvian justice protects the match monopoly against competition from American match-saving devices.

FATHER'S DAY, JUNE 17, 1928. "REMEMBER DAD—HE SMOKES"

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

BUSINESS IS BUSINESS, BUT IT IS SURELY WORTH while to try once a foreign Unexcelled cigar tobacco, through which others have gained large fortunes. You will easily be convinced of the advantages by knowing quality and prices. I am ready to give full particulars, and if interested address at once "Old Truth," Box 516, care of "The Tobacco World."

SITUATION WANTED

SUPERINTENDENT—LONG SERVICE WITH BIG COMPANY who make successful cigars. Would like to hear from good company or firm. Practical cigarmaker. Hand work, suction or fresh-work machines. Address Box 511, "The Tobacco World."

GENERAL ALL AROUND EXPERIENCED FACTORY MAN desires position. Thoroughly experienced on all makes of automatic machinery. Address Box 512, "The Tobacco World."

JOBBERS WANTED

A REPRESENTATIVE ENGLISH TOBACCO HOUSE—Established over 150 years. Purveyors to the King of Norway, The British House of Lords, etc.; specialising in high grade brands of English tobaccos, would welcome enquiries from jobbers, retailers and other in the U. S. A., willing to take up and push their proprietary brands. Please address replies to R. & J. Hill, Ltd., The Spinet House, 175 Shoreditch High Street, London, England.

The Tobacco World
Established 1881

VOLUME 48 MARCH 15, 1928 No. 6

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

FLUKER SMOKERS:—45,154. For cigars. February 25, 1928. Fluker Cigar So., Asheville, N. Car.

BURLINGTON ARCADE:—45,155. For all tobacco products. February 28, 1928. Petre Litho. Company, Philadelphia, Pa.

GOLDEN FLAME:—45,158. For pipes and smokers' articles. February 29, 1928. Iwan Ries & Co., Chicago, Ill.

CELLOPHANE:—45,159. For cigars and tobacco. February 29, 1928. Frank P. Lewis Cigar Co., Peoria, Ill.

DUPHANE:—45,160. For cigars and tobacco. February 29, 1928. Frank P. Lewis Cigar Co., Peoria, Ill.

CELLOPONT:—45,161. For cigars and tobacco. February 29, 1928. Frank P. Lewis Cigar Co., Peoria, Ill.

THE TEXAS SPECIAL:—45,162. For cigars. March 1, 1928. Waco Cigar Co., Waco, Texas.

MIAVANA:—45,165. For cigars. March 9, 1928. The Postal Cigar Company, Miami, Fla.

MOISTUREPROOF:—45,166. For all tobacco products. March 12, 1928. Frank P. Lewis Cigar Company, Peoria, Ill.

TRANSFERS

BREVITO:—13,874 (U. S. Tobacco Journal). For cigars. Registered November 30, 1892, by Gumpert Brothers, Philadelphia, Pa. Transferred to Morris Sherman, Philadelphia, Pa., January 25, 1928.

LA MORENA:—(U. S. Tobacco Journal). For cigars. Registered December 17, 1886, by Gumpert Brothers, Philadelphia, Pa. Transferred to Morris Sherman, Philadelphia, Pa., January 25, 1928.

CHESTER ARMS:—38,837 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered August 4, 1914, by the American Lithographic Company, New York, N. Y. Transferred to D. Emil Klein Co., Inc., New York, N. Y., March 8, 1928.

BRYSON:—28,255 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered February 1, 1904, by The Calvert Litho. Co., Detroit, Mich. Transferred to D. Emil Klein Co., Inc., New York, N. Y., February 27, 1928.

BRYSON GIRL:—28,256 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered February 1, 1904, by The Calvert Litho. Co., Detroit, Mich. Transferred to D. Emil Klein Co., Inc., New York, N. Y., February 27, 1928.

EL CHARDA:—45,149 (T. M. A.). For cigars. Registered February 1, 1928, by David L. Olster, Philadelphia, Pa. Transferred to Gimbel Brothers, Inc., Philadelphia, Pa., February 11, 1928.

CORRECTED PUBLICATION

TAMPA STAR:—19,260 (Tobacco Record). For cigars, cigarettes and tobacco. Registered May 20, 1928, by Witsch & Schmitt, New York, N. Y. Through mesne transfers acquired by Alfonso Fernandez, Tampa, Fla., and retransferred to Nordacs Cigar Company, Morris Scadron, proprietor, Tampa, Fla., March 5, 1927.

SHERMAN & LEBAIR HAVE CIGAR STATISTICS

Sherman & Lebair, Incorporated, advertising agents of New York City, are authority for the statement that while the quantity of cigarettes manufactured in 1927 outnumbered cigars fourteen to one, their cost to the retailer was only about 40 per cent. greater.

This will come as a surprise to smokers and to most cigar and cigarette manufacturers who have been so strongly impressed by the volume of cigarette advertising. The unearthing of such significant facts as these is but a part of the service of the Sherman & Lebair agency, which is located at 183 Madison Avenue, New York City.

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES AND CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

FATHER'S DAY

(*Continued from Page 3*)

In 1927 many manufacturers and jobbers featured Father's Day with their own advertising. This year it is hoped that many more will take advantage, in order to get all the day affords.

Father's Day was first instituted in 1910. It had its origin in Spokane, Wash. In years following, the action gained impetus in the Middle and Far West, where it has been recognized in many cases officially. However, the observance of Father's Day became more general in the cigar industry in 1925, when the National Board of Tobacco Salesmen's Association, through its Father's Day Committeee, sponsored the day, and from then on made it an annual event.

Father's Day is featured by the Associated Men's Neckwear Industries as well as the Greeting Card Association.

Father's Day Committee consists of: E. M. Freeman, director, with offices at 73 Warren Street, New York City; Jack A. Martin, Newark, N. J.; Charles D. Coleman, Chicago, Ill.; Jesse W. Elson, Cleveland, Ohio; Edward J. Mulligan, Boston, Mass.; A. J. Silett, New York City.

E. M. Freeman, director, was successful in getting the following members of the industry to serve on the advisory board. They have been very active in their advice and suggestions towards the Father's Day campaign: M. E. Regensburg, B. Regensburg & Son, New York City; William S. Paley, Congress Cigar Company, Philadelphia, Pa.; E. M. Hirst, Bayuk Cigars, Incorporated, Philadelphia, Pa.; W. L. Rubin, General Cigar Company, New York City; K. A. Humphrey, American Cigar Company, New York City; Sidney J. Freeman, Sid. J. Freeman & Sons, New York City.

Don't forget Father's Day is June 17, 1928, the third Sunday in June.

The Father's Day Committee have obligated themselves to a great expense in preparing Father's Day material, and due recognition of this committee's work should be taken by the entire industry.

UNITED DRUG BONDS OFFERED

A limited amount of United Drug Company 5 per cent. bonds, which have been acquired through the purchase of United Drug Company preferred stock, is being offered to the public through a syndicate headed by Kidder, Peabody & Company, and including the Chase Securities Corporation and the Shawmut Corporation of Boston.

BUYERS' GUIDE

CIGAR BOXES

NIC. ALTHAUS CO
MANUFACTURERS OF
CEDAR SAW MILLS — HIGH GRADE CIGAR BOXES — SAW AND PLANING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES. ESTABLISHED 1875.
TEL. ASHLAND 6243
637-641 EAST 17TH ST. NEW YORK.

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

It Pays to Advertise
IN THE
TOBACCO WORLD

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
607 Shelby Street :: DETROIT, MICH.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

Colorgraphic
LABELS-BANDS-ADVERTISING
WINDOW TRANSPARENCIES
Quality Service
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Largest City Directory Publishers in the World—Mailing List Compilers—Business Statistics—Producers of Direct Mail Advertising

The Standards of America
Lorillard's Snuff, Est. 1770
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ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
Manufactured by
GEORGE W. HELME CO.
111 Fifth Avenue, New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

MANILA CIGAR DIRECTORY

For further information apply

MANILA AD AGENCY (C. A. BOND, Mgr.) 15 WILLIAM STREET, NEW YORK

LA GERMINAL
Factory No. A-4-1.
Brands
GERMINAL **LOS ANGELES**
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Factory No. A-4-2
Brands
ISABELA **NEVANDA**
Western Territory, J. B. HAVRE & CO.
200 Bush Street, San Francisco

LA FLOR DE ISABELA
Factory No. A-4-2
Brand
ISABELA
Eastern Territory, CA. GRAL DE TABACOS DE FILIPINAS
80 Wall Street, New York

LA INSULAR
Factory No. A-4-3
Brand
LA INSULAR
Agent, A. M. MacLEOD
163 Second Street, San Francisco

LA ALHAMBRA
Factory No. A-4-5
Brand
ALHAMBRA
Agent, H. L. JUDELL & CO.
334 Sacramento Street, San Francisco

LA PAZ Y BUEN VIAJE
Factory No. A-4-6
Brands
BOLANO **C. G.** **PAQUITA**
Agent, LYON, COWDREY & WILSON
17 Battery Place, New York

EL ORIENTE
Factory No. A-4-7
Brand
FIGHTING BOB
Western Agent, H. L. JUDELL & CO.
334 Sacramento Street, San Francisco

EL ORIENTE
Factory No. A-4-7
Brands
FIGHTING BOB
CLAY MONTAGUE
Eastern Agent, LYON, COWDREY & WILSON
17 Battery Place, New York

LA MARIA CRISTINA
Factory No. A-4-20
Brands
MARIA CRISTINA AMIRALA
LA CALIDAD LA MEROLA
MANILA PLANTERS
Agent, HENRY W. PEABODY & CO.
17 State Street, New York
64 Pine Street, San Francisco

LA MINERVA
Factory No. A-4-42
Brands
LA MINERVA LA ATHENA
REPUTACION FIDELIS
WATT & CO. FLOR DE CAWAYAN
Agent, E. M. ELAM
304 Santa Marina Building, San Francisco

LA PRUEBA
Factory No. A-4-87
Brand
LA PRUEBA
Western Agent, HENRY W. PEABODY & CO.
64 Pine Street, San Francisco

LA PRUEBA
Factory No. A-4-87
Brands
LA PRUEBA **FOREMOST**
LA CORREGIDORA **ATTONA**
Eastern Agent, HORACE R. KELLY & CO., INC.
229 Fulton Street, New York

LA INSULAR
Factory No. A-4-3
Brand
PONGEE
Agent, M. F. D. SCANLAN
Wayne, Pa.

LA FLOR DE INTAL
Factory No. A-4-193
Branos
MAGALLANES **PUNTACIMA**
LA FLOR DE INTAL
Eastern Agent, SIDNEY J. FREEMAN & SONS
73 Warren Street, New York

LA FLOR DE INTAL
Factory No. A-4-193
Brand
LA FLOR DE INTAL
Western Agent, HENRY W. PEABODY & CO.
64 Pine Street, San Francisco

KATUBUSAN
Factory No. A-4-297
Brand
KATUBUSAN
501 Claval, Manila, P. I.

LA YEBANA
Factory No. A-4-331
Brands
LA YEBANA
Agent, A. M. MacLEOD
163 Second Street, San Francisco

LA YEBANA
Factory No. A-4-331
Brands
CRANES IMPORTED
MANILA BLUNTS
MANILA STUBS
Agent, HOUSE OF CRANE
Indianapolis, Indiana

LA EMPERATRIZ
Factory No. A-4-395
Brands
LA EMPERATRIZ
FLOR DE LUZON
Agent, EDWARD JEUTHER
Successor, H. OTTENBERG
146 Front Street, New York

LA CONCHITA
Factory No. A-4-451
Brand
LA CONCHITA
931 Juan Luna, Manila, P. I.

LA LUNETA
Factory No. A-4-484
Brands
VAMP **COLON** **LA FRANCES**
LA LUNETA **MARCELLA**
Owners, PHILIPPINE TOBACCO CO.
253 Broadway, New York

PERLA DE FILIPINAS
Factory No. A-4-516
Brands
KELLY'S IMPORTED H. R. K.
MANILA DE LUXE LA MESA
IMPORTED GEORGE IV
LA PERLA DE FILIPINAS
NON PLUS ULTRA
Agent, HORACE R. KELLY & CO., INC.
229 Fulton Street, New York

LA TRINIDAD
Factory No. A-4-618
Brands
ENTONA **EL PRESO**
Agent, COHN BROS. CIGAR CO.
325 W. Madison Street, Chicago

MERITAS
Factory No. A-4-647
Brand
MERITAS
Agent, MERITAS COMMERCIAL CO.
11 Water Street, New York
874 Walnut Street, Alameda, Calif.

HELENA
Factory No. A-4-649
Brands
REYNALDO **AMORIFE**
KNOWLEDGE
Owners, S. FRIEDER & SONS CO.
S. E. Cor. Third & Main Streets, Cincinnati
413 E. 34th Street, New York

LA COMMERCIAL
Factory No. A-4-671
Brand
LA COMMERCIAL
Malabon, Rizal, P. I.

MANILA CIGARS ARE HAND MADE, LONG FILLED

Philippine Tobacco is Mild and Burns Perfectly

APRIL 1, 1928

VOLUME 48

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THE TOBACCO WORLD

HOW ARE YOU MEETING PUBLIC CIGAR TASTE?

Year after year, practically all holdings of quality leaf in the hands of Porto Rican tobacco planters are diverted to American manufacturers of the present popular brands of cigars.

There are good reasons for this.

Scientific tests made of Porto Rican soil have shown the absence of chlorines and the presence of magnesia, a condition giving to the leaf a free-burning quality, an aromatic mellowness, and above all, **character**. Seeded, planted, harvested and cured by latest and improved methods, Porto Rican tobacco possesses all the high grade qualities demanded by the discriminate taste of the average American smoker. And because Porto Rican tobacco can be imported free of duty, cigars made entirely of it or blended with it, are produced economically, thus permitting sales at popular prices.

Use Porto Rican tobacco in your production and reap the big profits that come from giving the public that **mild** cigar which so many smokers crave.

Inspection under supervision of the Government of Porto Rico guarantees the source of all native tobacco originating in the island. Look for the Government stamps in all your purchases.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
1457 Broadway M. T. SALDAÑA, Agent New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

SMOKERS PREFER BUYING FROM WOODEN BOXES

Watch a Cigar smoker when he buys his smokes. He peers through the showcase. He compares the cigars by their size, shape and color. "I'll take X brand," he says.

Don't hide the sales points of your cigars. Don't make it hard for customers to select them. Pack your product in Wooden Boxes which show the whole cigar at its best advantage.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

Volume 48 — Number 7

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, APRIL 1, 1928 — Foreign $3.50

THE AMERICAN TOBACCO COMPANY PROFITS AGAIN INCREASED

FOR the year 1927, the annual report of The American Tobacco Company, just issued, shows a net profit of $23,309,689.16 or an increase of $760,594.93. Nineteen hundred twenty-six was, up to that time, the banner year in profits.

It has been generally known that many of The American Tobacco Company brands, particularly the brand "Lucky Strike" cigarettes, have shown a large increase in sales during the year 1927, and it has been known also that very large increased amounts have been spent by The American Tobacco Company in advertising.

The total earnings on the common stock of The American Tobacco Company ($50 par value) were, in 1927, $10.29 per share as against $9.90 in 1926, thus carrying, after the payment of $8 per share of dividends, $4,472,964.87 as an addition to surplus. The surplus at the end of 1926 was $34,948,276.40, and this addition brings it up to $39,421,241.27 at the end of 1927.

The statement reflects a very strong position in cash and quick assets.

The stock of leaf tobacco, manufactured stock, operating supplies, etc., at cost, is $85,820,329.72 as against $72,764,282.86 at the end of 1926, thus reflecting a large increase in operating supplies necessitated by the increased volume of business. Notwithstanding this addition of more than $13,000,000 to operating supplies, the cash has decreased less than $2,000,000, or from $16,450,190 at the end of 1926, to $14,759,972 at the end of 1927.

The report shows an item of bills and loans payable at the end of 1927 of $5,250,000 besides amounts owing by or to affiliated companies; but disregarding the amount owing to and by affiliated companies, the net current assets, after taking into account the bills and loans payable of $5,250,000, exceed the net current assets at the end of 1926 by $5,797,782.67.

While it is not part of the treasurer's report, it is understood that the number of stockholders during the year 1927 shows a very substantial increase, there now being more than 31,000 stockholders of record in The American Tobacco Company.

TOBACCO PRODUCTS EXPORT EARNINGS

Earnings of the Tobacco Products Export Company for the year 1927 was twenty-nine cents a share on the capital stock, against five cents a share in 1926.

NEW AXTON-FISHER STOCK OFFERED

A NEW issue of 50,000 shares Class A common stock ($10 par) of the newly organized Axton-Fisher Tobacco Company, of Louisville, Ky., is being offered through E. E. MacCrone & Company, of Detroit and New York, and Eastman, Dillon & Company, at $49.50 per share.

This Class A common stock is entitled to cumulative preferential dividends of $3.20 a share per annum after payment of dividends on 6 per cent. preferred stock. After Class B stock has received $1.60 a share, of 7 per cent. in stock in any calendar year, all further dividend payments in such year shall be distributed equally between holders of Class A and Class B stocks, each considered as a class. The Class A common is callable upon sixty days' notice at $60 a share, and is also convertible share for share into Class B stock at any time.

In a letter Mr. W. F. Axton, president of the company, summarizes the business of the Axton-Fisher Tobacco Company as follows:

"The Axton-Fisher Tobacco Company was organized under the laws of Kentucky in March, 1928, to take over the business and assets of the Axton-Fisher Tobacco Company, which was organized in 1905, succeeding the Aston-Hilton Tobacco Company. With "Old Hill Side," a popular pipe tobacco, as a basis, the predecessor company has broadened its lines and has grown from an original investment of $13,000 in tangible assets and $51,000 represented by brands and other intangible assets to its present position. In every year of its history the company has realized a profit.

"In addition to its line of smoking and chewing tobaccos, which enjoy a strong demand, the company manufactures "Clown" and "Spud" cigarettes. The "Clown" cigarette, a blend of domestic and Turkish tobaccos, was first introduced in 1921. With no national advertising and little or no sales work done in the eastern states, sales of this cigarette have grown rapidly. In May, 1926, a contract was made to manufacture "Spud" cigarettes. The process and brand were shortly afterwards purchased and in December, 1926, the company began the distribution of "Spuds." With no national advertising and only partial distribution in a number of states the sale of this cigarette has increased rapidly, the sales by month having increased over 4000 per cent. in eighteen months.

"The sales organization has been extended and at present branch sales offices are maintained in twenty-three of the principal cities of the country. The large increase in sales without advertising has made the company feel that, with the national advertising

(Continued on page 5)

MINERVA FACTORY REORGANIZED

THE well-known La Minerva Factory, at Manila, has been thoroughly reorganized with a capital of P500,000 ($250,000). The reorganized company starts off with ample capital and backed by new interests who are prominent, experienced tobacco men. The manufacturing end will be under the personal supervision of Colin C. Marshall, who retired from the old Minerva organization three years ago, and who for years prior to his retirement supervised the manufacture of the Minerva product and made it universally known as one of the finest Manila cigars on the market.

The company is already in production on high grade Manila cigars under the various classifications. Shipments are being made to their distributors in foreign countries, and in the United States.

E. M. Elam, the dean of the Manila agents in this country, with offices in San Francisco, is again handling the Minerva line. His old trade has responded one hundred per cent. to the new Minervas, especially the two leading sizes, "Presidentes" and "Invincibles," both being retailed at five cents. The best grades of Manila fillers are being used with imported light wrappers, with the result that the appearance and the smoking quality of the cigar successfully meets the challenge of every competitive brand on the market.

The present general manager, Mr. Marshall, was connected with the factory for many years, first as assistant manager under Charles Watt, who founded the factory, and then as general manager following the death of the owner. Mr. Marshall was in charge during the years of the factor's greatest prosperity. His ability as a quality cigar manufacturer is recognized in Manila and also in the United States.

Everybody in the country knows Ed Elam. Nobody knows more about the cigar trade in the United States; a prince of good fellows, a business man, always dependable. He number his loyal friends by the thousands who are pleased and gratified to know that he is back in the trade again with a line of merchandise that is highly creditable to all who are connected with the present organization.

The New York office is located at 253 Broadway.

NEW YORK FACTORY TO MOVE TO TAMPA

According to reports, A. Gutierrez, manufacturer of the "Lomas" cigar, who maintains a factory in New York City, has leased a factory building in Tampa, Fla., and will move his factory to Tampa in a short time.

It is also reported that a prominent Tampa manufacturer will open a factory in New York City in a very short time.

CHAIN STORE TAX UNCONSTITUTIONAL IN NORTH CAROLINA

The special license tax of $50, which has been assessed on chain stores operating a chain of more than six stores in the State of North Carolina, has been declared unconstitutional by Superior Judge Crammer, of that State.

RIALTO CIGAR STORES INCORPORATE

Papers for the incorporation of the Rialto Cigar Stores have been filed with the Secretary of State at Albany, N. Y. Capitalization consists of two thousand shares.

SCHNEIDER RESIGNS FROM AMERICAN

A. SCHNEIDER, vice-president of the American Cigar Company, has resigned from that company on account of ill health and has announced his intention to retire from active business.

Mr. Schneider has been associated with the American Cigar Company for more than twenty years and was thoroughly familiar with all phases of their manufacturing requirements, and at the time of his retirement was directing head of the factory work.

Although his intimate friends in the trade were familiar with the fact that he had been in poor health for some time, the announcement of his resignation came as somewhat of a surprise, and his many friends look on his withdrawal from active business with deep regret.

Mr. Schneider plans to take an extended trip abroad.

UNITED DRUG BONDS SOLD

The banking syndicate composed of Kidder, Peabody & Company, Chase Securities Corporation, the Shawmut Corporation, of Boston, F. S. Mosely & Company and the Bankers Trust Company, of New York, which underwrote the new issue of $40,000,000 United Drug Company twenty-five year 5 per cent. gold bonds, due March 15, 1953, made the following announcement last week: "Through the exchange made by the holders of the first preferred stock into bonds and through sales made by the banking syndicate, the entire amount of the bonds has been disposed of."

Net income of the United Drug Company during 1927 totaled $6,763,254, compared with $7,236,217 in 1926. Sales for the year 1927 were $95,448,289, against $91,183,162 in the previous year.

WAR, AND RUMORS OF WAR

One of our local daily papers, in its mad scramble for so-called news, printed an item a few days ago stating: "It is reported that the Imperial Tobacco Company of Great Britain and Ireland—the British tobacco trust—plans to enter the American cigarette market with a view of wresting it from our own manufacturers."

This may be news to persons outside of the tobacco industry but to those inside the industry it hardly seems plausible that there will be a real war between English and American cigarette manufacturers either here or abroad.

REYNOLDS STARTS PRODUCTION IN NEW FACTORY

The R. J. Reynolds Tobacco Company has started production of their "Camel" cigarettes in their new factory just completed at Winston-Salem, N. C. The new building is an addition to their large plant already established there and was built to take care of the production of their former Jersey City factory, which was closed some time ago.

UNION TOBACCO COMMON JUMPS

On last Thursday Union Tobacco Company common stock was a feature of the "over-the-counter" market, soaring seven points to 36, on reports of a large expansion in the earnings of the company.

N. C. L. T. A. URGES PASSAGE OF GILBERT BILL

THE NATIONAL Cigar Leaf Tobacco Association, through its president, Nathan I. Bijur, has filed a letter with the Senate Committee urging prompt action on the Gilbert Bill, which was passed by the House a short time ago, and which provides for periodical census reports on holdings of leaf tobacco.

Mr. Bijur's letter is as follows:

"Dear Sir:

"Permit me on behalf of the National Cigar Leaf Tobacco Association, of which I am president, to bring to your favorable attention the so-called Gilbert bill, H. R. 53, providing for periodical census reports on holdings of leaf tobacco. This bill recently passed the House and is now before your committee. It is earnestly hoped that you will report this bill to the Senate at the earliest practicable date and that it will become a law as soon as posible.

"The National Cigar Leaf Tobacco Association is an organization composed of the leading packers, importers, exporters and distributors of cigar leaf tobacco, and its efforts have always been asserted in the interest of the tobacco-raising farmers of the country and of the cigar manufacturing industry, the materials of which it provides.

"The prompt passage of this measure, known as the Gilbert bill because it was introduced in the House by the Representative from Kentucky, will relieve a feeling of uncertainty that has embarrassed all branches of the cigar leaf trade since this legislation was first proposed. At the outset this association felt that it could not give its approval to the measure first presented for the reason that the obligations imposed upon leaf dealers and cigar manufacturers were so burdensome as to be absolutely prohibitory. On this account our representatives appeared before the House Committee on Agriculture and protested against the passage of the original Gilbert bill. Subsequently Mr. Gilbert very courteously agreed to accept suggestions for the amendment of the bill and with the co-operation and assistance of Representative Fort of New Jersey, a prominent member of the House Committee on Agriculture, the bill was redrafted to meet our contentions, while at the same time preserving all the important features urged by the representatives of the tobacco growers. In this form the bill was favorably reported in the last Congress, passed by the House and endorsed by your committee. In the legislative jam which marked the closing days of the last Congress the friends of this bill were unable to secure action by the Senate and it died on the calendar when Congress adjourned in March 4th, last.

"In presenting this bill in the present Congress, Mr. Gilbert has brought it forward in the same form in which it was agreed upon last Winter and all interests are therefore united in desiring its early passage. Until it is enacted there will always be a feeling of uncertainty as to the outcome of the movement for this legislation and we therefore consider it of great importance, especially to the tobacco-raising farmers of the country, that this measure should become a law without loss of time.

"I have the honor to be,

"Respectfully,

"NATHAN I. BIJUR,

"President, The National Cigar Leaf Tobacco Association."

EFFORT TO PREVENT PRICE-CUTTING BRINGS $50,000 SUIT

ACCORDING to *The Canadian Cigar and Tobacco Journal*, the effort of Ontario, Canada, tobacco jobbers to stamp out price-cutting, which was inaugurated several years ago, has resulted in the launching of a $50,000 damage suit by Melech Chernitsky against Jeremiah Gibbs; J. C. Ivey; N. N. Averback; A. C. Pyke, and Thomas McPhail, the Ontario Wholesale Tobacco Distributors, and T. H. Kinnear.

Chernitsky asks damages on the grounds that the defendants prevented him from buying tobacco from the manufacturers at the manufacturers' prices by reporting he was cutting prices, and that his business was affected to such an extent that he lost many of his customers.

In the statement of the defense the defendants contend the plaintiff joined with the other tobacco wholesalers in an agreement that they would not cut prices below the manufacturers' price list. A committee was appointed to hear complaints against any person cutting prices with the idea that price-cutting would be reported to the manufacturers, who would stop selling to those cutting prices.

Co-operation was promised by the manufacturers, although there was no agreement, the defendants declare. They also contend the organization was a lawful combination of the dealers for the purpose of self-preservation, and that uniting with the organization was voluntary.

The defendants explained it was reported the plaintiff had sold tobacco at a discount to a Toronto man and the matter was reported to the committee. The committee found the plaintiff had sold goods at a discount and reported its findings to three tobacco manufacturing concerns.

ACREAGE OF PENNSYLVANIA TOBACCO TO BE INCREASED

According to reports of Pennsylvania farmers to the Federal-State Crop Reporting Service, at Harrisburg, if weather and other conditions permit, they intend to plant a greater acreage of tobacco in 1928 than was harvested in 1927, and to decrease other crops.

Indications now are that the acreage for 1928 will be 104 per cent. of the 1927 acreage, which was 33,000 acres. The five-year-average acreage is 40,000 acres.

AXTON-FISHER STOCK

(Continued from page 3)

which is planned, this cigarette will enjoy a large demand.

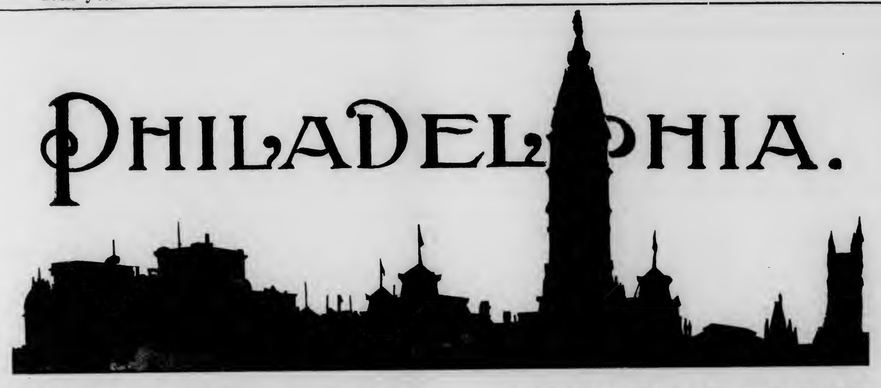
"The predecessor company has made consistent progress and has earned a profit every year since inception.

"Current assets after giving effect to the recapitalization as of December 31st, 1927, were $2,143,969, compared with current liabilities of $223,663, a ratio of over 9.6 to 1.

"The management which has developed the company to its present position and earnings will continue in charge of its affairs."

The company has agreed in due course to make application to list this stock on the New York Curb.

PHILADELPHIA.



KRAMER HOST TO CONNECTICUT GROWERS

FOLLOWING Louis Kramer's visit to Hatfield, Conn., a short time ago, where he addressed a gathering of tobacco growers of that vicinity, and extended an invitation to them to visit Lancaster County farms with him in order that they might get an idea of conditions in that section, a delegation of Connecticut Valley growers, consisting of Harry Wells, Sam Billings, Henry W. Carlof, Stanley Brown, Mr. Hayes and Robert Belden, arrived in Philadelphia on March 12th and inspected the splendid factory of Bayuk Cigars, Incorporated, at Ninth Street and Columbia Avenue, and left for Lancaster on Tuesday, the 13th, where they inspected the Lancaster County farms in that vicinity.

Mr. Kramer is vice-president of Bayuk Cigars, Incorporated, and in charge of the leaf tobacco department of that firm.

WEMYSS ADDRESSES PHILADELPHIA DEALERS

A meeting of local cigar dealers was held in the Elks Club on March 16th, and plans were formulated for organizing local dealers in an effort to better their conditions and fight the price-cutting evil. The meeting was called under the direction of George J. Wemyss, of Boston, who has been devoting much of his time recently in an effort to help the retailers and jobbers of the tobacco industry to help themselves.

Frank Sterner, of North Twelfth Street, was appointed chairman of a committee to endeavor to secure the support of the retailers in getting together an organization here which will prove of great benefit to them.

Another meeting will be held at an early date.

LANGSDORF JOINS "TRAVEL ADVENTURES"

Jacob L. Langsdorf, former member of Roig & Langsdorf, manufacturers of the "Girard," and which brand was taken over recently by E. Kleiner & Company, has become associated with Paul Rosenbaum, in the firm known as "Travel Adventures," with offices in the Pennsylvania Building, at Fifteenth and Chestnut Streets. If you are thinking of taking a trip abroad, communicate with "Travel Adventures," and let them acquaint you with their service.

"ANTHONY & CLEOPATRA" MAN HERE

OTTO SNYDER, of the American Cigar Company, who is boosting the "Anthony & Cleopatra" cigar, has been spending some time in Philadelphia recently co-operating with the local distributors, Yahn & McDonnell Cigars, of North Seventh Street, and a vigorous campaign was waged throughout the city on this brand, which resulted in many new placements.

SPEED GOODLOE GETS PATENT ON PIPE CLEANER

A patent has been granted to Speed S. Goodloe, formerly of Dusel, Goodloe & Company, by the United States Patent Office, on a pipe cleaner described as follows:

"A pipe cleaner comprising a tubular stem, exteriorly threaded and provided at the one end with an outstanding enlargement, a cork engaging the thread and being held against movement in one direction upon the stem by the outstanding enlargement thereof, the cork member having an exterior conical surface, a disc member having a thread engaging the thread of the stem and provided at its opposite edges with fingers which are longitudinally curved and disposed on opposite sides of said cork member and spaced from the latter.

RECEIVER FOR G. & M. COMPANY

Martin Feldman has been appointed receiver for the G. and M. Cigar Company, of 52 North Thirteenth Street, with bond of $1500.

The G. and M. Company filed a petition in involuntary bankruptcy a short time ago. Creditors were listed at that time as Jack Gorson, $250; Jacob Korbel, $200, and Louis H. Schwartz, $100.

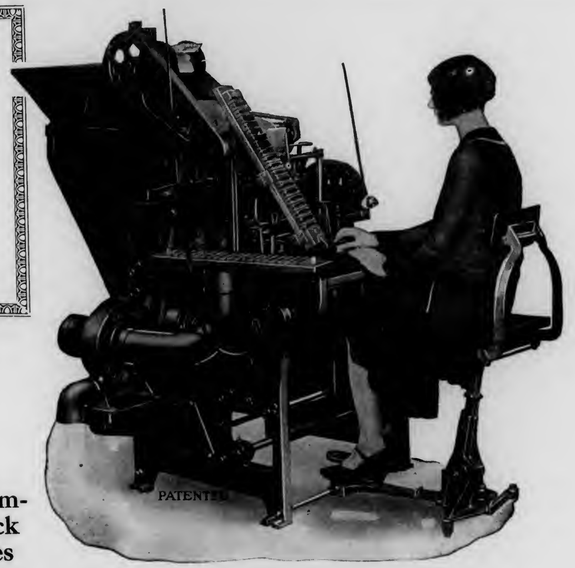
"OPTIMO" REPRESENTATIVE IN TOWN

Abe Caro, of the "Optimo" factory, was a visitor in town last week looking over local conditions and visiting their local distributors here, Yahn & McDonnell, of North Seventh Street. The "Optimo" continues among the leading sellers in this locality and is gaining steadily in popularity.

A Perfect Scrap Bunch Machine

Improved!

by the Addition of Two Important and Efficient Stock and Cost-Saving Features



The **MODEL L UNIVERSAL**
Scrap Bunch Machine

Labor, Stock and Money-Saving Features

A—The suction rolling attachment assures smoother and more perfectly-rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of friction clutch and emergency stop makes the machine run more smoothly and permits the instantaneous stopping of the machine at any point. It also reduces the upkeep cost.

C—Handles straight or shaped work equally well.

D—Makes right or left-hand bunches without changing machine.

E—Adapted for use in conjunction with automatic rolling machines.

F—Uniform size, shape and weight of bunches assured.

G—A very substantial saving in labor and stock costs.

H—Handles large-size or mixed-cut scrap of unequal sizes, also shredded or threshed scrap.

I—Damp or dry tobacco handled with equally good results.

J—Low cost of upkeep; does not easily get out of order.

K—The easily adjustable weighing scale meets all requirements as to changes in sizes and weather conditions.

L—Automatically removes foreign substances from the tobacco such as thread, feathers, etc.

M—Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

THE Model L Scrap Bunch Machine is now being made with (or without) suction rolling table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

The Model L Machine which is hanging up records of 4,500 to 5,000 perfect scrap bunches a day, is now equipped with the latest type of friction clutch and emergency stop. This causes the machine to run more smoothly and permits stopping of the machine at any point in its operation. It also reduces the upkeep cost of the machine.

Whether yours is a large or small factory, if you make scrap cigars, you can not afford to be without the Model L Scrap Bunch Machine. It will help you meet competition by increasing your output and reducing your production costs.

Write for illustrated price folder and complete Model L information

The price of the Model L Universal Scrap Bunch Machine equipped with Folding Chair, Drive Equipment and ½ H. P. motor is

$850

Convenient Time Payment Terms

With Suction Rolling Table . . . . $50. extra
With Individual, direct-connected, motor-driven suction Fan . . $75. extra

Prices F. O. B. Factory, Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

MANILA NOTES

The acting director of agriculture, Jose O. Camus states that judging from present indications the tobacco crop for 1928 will exceed that of 1927 by a substantial margin.

According to a survey recently made by the Bureau of Commerce and Industry, it was stated that local leaf dealers have expressed themselves very pessimistic over the possibility of disposing their product early. At the present time there is a great deal of tobacco carried over from the 1927 crop which has not been disposed of. It has been estimated that the total left-over of tobacco from the 1927 stock is about 1,500,000 quintals. Of this amount, about 264,371 quintals of leaf tobacco have been left in the hands of dealers in Manila undisposed of, while the remaining amounts are stocks still in the tobacco producing regions awaiting shipment to Manila, and those that were in the hands of manufacturers at the end of December.

Supervisors in the Cagayan

In order to improve the quality of tobacco to be produced this year, the Bureau of Agriculture has begun a systematic campaign to supervise production in Cagayan Valley during the next planting season. Tobacco experts who have been assigned to the different tobacco experiment stations of the Islands have been summoned and concentrated in the Valley to aid the present forces now engaged in tobacco improvement work in Cagayan and Isabela.

The whole district has been divided into two parts so as to facilitate the campaign. Mariano Gutierrez, expert formerly detailed at the Surunayan Station, Cotabato, and A. Toquero, plant inspector, have been sent to Cagayan to aid in the campaign. In the first half of the district, comprising Cagayan, Mr. Paguirigan, of the Iligan Station, and C. Balayon, agricultural extension agent in Isabela, have been assigned to supervise the work, while Mr. Gutierrez and Tomas Ferrer have been assigned to the second district, comprising Isabela.

This campaign is considered to be the most extensive ever yet undertaken by the Bureau of Agriculture. The campaign aims to produce better quality tobacco by the proper selection of seeds, better methods of cultivation and curing, control of diseases and pests, and proper classification. Special attention will also be given to wrapper tobacco production.

The co-opration of the manufacturers in this campaign has also been solicited. In a communication sent by Jose O. Camus, acting director of agriculture to the Compania Tabacalera, he urged that better prices be offered for higher quality tobacco in order that the planters may be given proper incentive.

Schmidt Is Optimistic

Philippine tobacco is holding its own in the American market according to Mr. W. Schmidt, Secretary of the Northern-Litzrdot Company of New York, who arrived in Manila on the "President Taft," February 21st. Philippine cigars and tobacco seem to have established their own market and have built a regular and large following, the New York business man observed. Proper classification of Philippine tobacco as to quality and grade before it is placed in the market is responsible for the good market for the local product.

Mr. Schmidt will be in the Islands for two months to study local business conditions. He was in Manila ten years ago. The corporation which he represents has three agencies in Manila. These are the Menzi Company, the La Prueba Tobacco Factory, and the Manila Button Factory.

KRULL NOW SELLS SODA FOUNTAIN SUPPLIES

CHARLES A. KRULL, Arch Street jobber of cigars and tobacco products, has now added to his line a department specializing in soda fountain supplies, syrups and crushed fruits.

These products are from the J. Hungerford Smith Sales Company, Incorporated, and are well known to the fountain trade. The new line was taken on on March 1st and an intensive drive is being made by the sales force to interest those cigar and tobacco dealers who now have soda fountains in their line of supplies, and also to interest those dealers who do not have soda fountains to install them so that they may be made prospects for these supplies.

AMERICAN TOBACCO COMPANY MAKES OFFER ON "COTTON BOLL TWIST"

The American Tobacco Company has issued a circular announcing a new deal on "Cotton Boll Twist," which applies only in the States of Arkansas, Kansas, Missouri, Nebraska, Oklahoma, Iowa and parts of Illinois, South Dakota and Texas.

The deal offers on each order of six to twelve dozen boxes of "Cotton Boll Twist" to bill same as sixty dozen, and the remaining twelve dozen will be allowed gratis. Jobbers' salesmen will also be paid $1.25 for each order booked by them, providing such orders come within the terms of the offer. No gratis will be allowed on any quantity in excess of sixty twelve-dozen "Cotton Bolls" sold to one retail dealer, and no allowance will be paid salesmen in excess of $12.50 for a single order.

MAZER-CRESSMAN DINNER-DANCE A SUCCESS

On Saturday evening, March 17th, the local branch of the Mazer-Cressman Cigar Company held a dinner-dance in the Rose Room of the Adelphia Hotel, which was a huge success.

There were sixty employees of the local branch in attendance and a number of out-of-town guests as well.

Joe Garvett, manager of the local branch, was the toastmaster, and during the course of the evening he was presented with a handsome smoking set and lamp, as a token of appreciation and esteem, by the members of the local branch.

On March 31st Mr. Garvett completed his third year as manager of the local branch, and during that time he has seen the sales of "Manuel" and "Tennyson" cigars show splendid increases under his able guidance.

TOBACCO PRODUCTS DIVIDEND

A quarterly dividend of one-tenth of a share of common stock of the United Cigar Stores Company has been declared by the board on the common stock of the Tobacco Products Corporation.

The dividend is payable on April 16th to stockholders of record March 30th, in certificates which will mature in three years.

TREBOW CIGAR COMPANY INCORPORATES

The Trebow Cigar Company, of Philadelphia, has been incorporated under the laws of the State of Delaware, with capital of 100,000 shares.

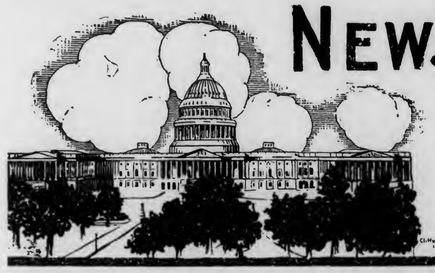
If you smoke for pleasure

—and that's what made this cigarette famous—join the happy company of smokers who are getting complete enjoyment from smoking

Camels

Today, as for many years, Camels lead by billions and they keep right on growing

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

DIRECT assistance to retail establishments, particularly the smaller stores in the tobacco and other industries, in solving their business problems is to be given by the Department of Commerce through a section which has just been established in the domestic commerce division.

Queries from small merchants or citizens planning to engage in business on a limited scale comprise a substantial percentage of the 13,000 letters which have been received by the domestic commerce division, it was explained in announcing the establishment of the section. Because so many problems of the small business men are unusual, it was decided to set up a special section to deal with them. It is estimated, on the basis of information secured as to retail surveys, that possibly 79 per cent. of all the retailers operating might be termed "small business establishments."

The prime purpose of the new unit is to cooperate with these merchants in solving their problems on such matters as store location and planning, education of the retail sales force, budgetary control in retail store management, department leasing of retail stores, vehicular traffic congestion and retail business, measuring a retail market, etc.

Business Men Being Fleeced by Lobbyists

The business men of the country are being fleeced by men representing themselves as able to influence certain legislation, it was declared by Senator Caraway of Arkansas in appearing before the House Judiciary Committee on his bill providing for the registration of lobbyists in Washington.

There are between 200 and 300 associations in Washington engaged in lobbying activities, the Senator declared. Many of the men who haunt the corridors of the Capitol, ostensibly for the purpose of aiding or retarding the passage of bills, are absolutely without influence. There is nothing quite so gullible as big business, he asserted, adding that if he wanted to sell a gold brick he would try it on Wall Street.

A million dollars a year might be saved to industry by disclosing the uselessness of this kind of lobbying, the Senator told the committee. Other members of Congress appearing before the committee declared that the lobbyist payroll is greater than that of Congress. There is no opposition to persons who come to Washington in the interests of, or against, specific legislation, it was explained, but there is objection to the activities of men who stay here and hide their purpose. The legitimate lobbyist usually is better informed on the various subjects in which they are interested than the members of Congress, and their views are valuable in enacting legislation.

Legislation requiring the registration of all lobbyists already has passed the Senate.

Unemployment Figures Exaggerated Claims Department of Labor

Unemployment in the United States is by no means as great as has been recently reported, it is shown by figures compiled by the Department of Labor. Although reports to Washington indicated that the unemployment was greater than it had been for a number of years, the figures compiled by the department failed to show that such is the case.

"The country has been unduly alarmed by exaggerated reports that have been circulated widely saying that a serious unemployment situation exists," it is declared by Francis I. Jones, director general of the United States Employment Service, in commenting upon the situation. "There is no question that there has been, and that there is still, some unemployment apparent. It is also true that no matter how prosperous the industrial condition of the country may be, there is more or less unemployment. Students of economics who are recognized as authority on this subject, estimate that even in our most prosperous times there are always a million or more workers out of employment, some voluntarily and others from involuntary causes.

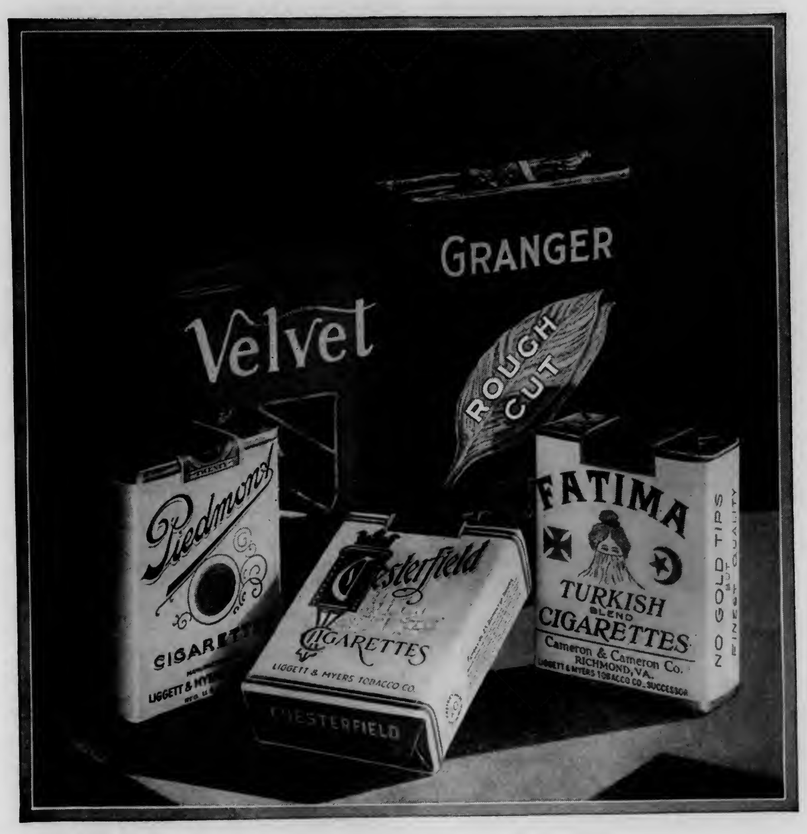
"Many factors enter into the reasons for unemployment, and many theories have been advanced for providing constant employment for the wage-earners of the country. In a country where more than forty million people are gainfully employed, it is only reasonable to expect a certain volume of unemployment where industry is widely diversified and where employment is affected by seasonal influences."

Some of the difficulty is due to the installation of labor-saving machinery by large industries, resulting in a greater volume of production with fewer employes. However, it is pointed out, employment outlook now is encouraging, a definite improvement having taken place in the iron and steel industry, the boot and shoe industry, automobiles and other important lines of work.

Small Packages to Cuba Now Bear Increased Transportation Charges

Discontinuance of the parcel post service between the United States and Cuba is causing exporters to that country heavy additional expenses for transportation, it is pointed out by officials of the Post Office Department in commenting upon the failure of Congress to enact the bill removing the restriction upon the entry of cigars, under which a permanent parcel post convention between the two countries would have been possible.

(Continued on Page 16)



Five products of outstanding merit—
Five products sold in every nook and corner of this country—
Five leading brands manufactured by Liggett & Myers Tobacco Co.

CHESTERFIELD · FATIMA · GRANGER · PIEDMONT · VELVET

MORE HARTMAN TOBACCO STOCK OFFERED

LAST week a banking group headed by Thompson, Fenn & Company, and including Putnam & Company, Adams, Merrill & Company, Roy T. H. Barnes & Company and Robert C. Buell & Company, offered 35,000 shares of the new Hartman Tobacco Company common stock to the public for investment purposes.

A short time ago an issue of $1,500,000 of the preferred stock was offered and oversubscribed almost immediately.

The common stock was offered at $23.25 a share.

In a letter written by Emanuel M. Hartman, president of the corporation the following information was given as to the standing of the firms which have been merged to form the Hartman Tobacco Company, of Hartford, Conn.:

"The Hartman Tobacco Company, a corporation to be organized under the laws of Connecticut, will be a consolidation of the business enterprises formerly conducted by A. & S. Hartman; Steane, Hartman & Company, Incorporated, and Sol Kohn & Company, together with the subsidiary and affiliated interests. These concerns will transfer to the Hartman Tobacco Company their fixed assets, together with their goodwill and their current working assets, with the exception of cash and accounts receivable, and will assume certain of their liabilities. The history of these concerns is briefly as follows:

"The firm of A. & S. Hartman was established in Manchester in 1882 by the late Adolph and Samuel Hartman, who had been engaged in the tobacco business in New York City. They started in a small way to pack and sell leaf tobacco. Their business grew steadily; and, in 1901 (with other interests, which were subsequently absorbed), they commenced the raising of shade-grown tobacco. They were pioneers in the shade-grown industry in Connecticut, and, in time, came to operate one of the largest plantations in the State. In 1902 they moved their offices and warehouses to Hartford. In 1910 there were admitted to their partnership Maurice Hartman, son of Samuel Hartman, and Alfred Newfield, son-in-law of Adolph Hartman.

"Steane, Hartman & Company, Incorporated, was organized as a corporation in 1906 by the late Gustave Hartman and Emanuel M. Hartman, both sons of Adolph Hartman, with Frank H. Whipple, the late I. J. Steane, and the late Alfred A. Olds. From the outset, the business enjoyed a rapid and sustained growth. In addition to its own plantation, the corporation came to control the output of the Windsor Tobacco Growers Corporation and ther shade-grown interests, thereby becoming one of the leading factors in the shade-grown industry. In addition, it has packed extensively Connecticut broadleaf and Havana-seed tobacco. In 1926 Emanuel M. Hartman became president of the company and manager of all its operations.

"Sol Kohn & Company was organized in 1917 by Solomon and Jerome Kohn, both nephews of the senior Hartmans. They concentrated their efforts upon the handling of broadleaf and Havana-seed tobaccos. Their success was marked. In addition to their activity in the Connecticut Valley, they have conducted operations in the Housatonic Valley, coming to be one of the largest packers in that district.

"The entire personnel of the above consolidating concerns," Mr. Hartman writes, "will be affiliated with the Hartman Tobacco Company, each in an important and responsible capacity, thus assuring a continuance of the high quality of management that has brought success in the past. A large majority of the common stock will be held by them.

"The Hartman Tobacco Company will thus be in an excellent position to serve those interested in Connecticut tobacco. For the shade-grown product, which has become an important factor in the leaf tobacco industry, it will operate large plantations in Windsor, South Windsor, Poquonock, Hazardville, and other of the best sections of the state; and will be able thereby to maintain the enviable reputation built up by the merging concerns among the larger cigar factories of the country.

Upon completion of the present program for consolidation and financing, the capitalization of the Hartman Tobacco Company will be as follows:

	Authorized	*Outstanding*
Funded debt	None	None
First preferred stock	$2,500,000	$1,500,000
Second preferred stock	500,000	500,000
Common stock, par $10	2,500,000	1,500,000

BUSINESS CONDITIONS HERE REMAIN AT SAME LEVEL AS IN 1927

According to R. G. Dun & Company's weekly trade review for Philadelphia, "business in general seems to be holding up fairly well to the level of a year ago. There is, however, a better feeling apparent, and spring weather is expected to improve working conditions, and to relieve the unemployment situation, which has retarded sales in some branches of the retail trade."

SUMATRA PRICES HIGHER

Sales of Sumatara tobacco at the Amsterdam inscriptions this year are being made at slightly higher prices than last year. American firms who now have representatives attending the inscriptions have secured some choice lots of leaf and it is expected that they will soon be able to show samples of their purchases.

UNITED OPENS AT FIFTH AND MARKET

The new store of the United Cigar Stores Company at the corner of Fifth and Market Streets was opened for business last week with their usual magnificent fixtures and well-stocked shelves. The soda fountain installation will be completed this week.

JACK HARRISON FILES PETITION

Jack Harrison, cigar dealer, of Ardmore, has filed an involuntary petition in bankruptcy. Creditors are listed as General Cigar Company, $261; Yahn & McDonnell Cigars, $90, and Congress Cigar Company, $695.

PARK & TILFORD EARNINGS UP

Net profit of Park & Tilford for the year 1927 was $740,419, or $3.70 a share, as against $533,413 for the year 1926, or $2.66 a share.

Harry A. Tent, who was connected with Godfrey S. Mahn for a number of years in his retail store, has opened a cigar store in the new Burlington Arcade, recently constructed on Chestnut Street.

ANTONIO CORTIS

Noted Tenor of Chicago Civic Opera

writes:

"To give my best to my public, I must keep my voice in perfect condition, allowing nothing to irritate it. So without the slightest worry, I smoke Lucky Strikes. Also I think they have a superior flavor."

Antonio Cortis

LUCKY STRIKE CIGARETTE

"It's toasted"

No Throat Irritation - No Cough.

MURIEL
CIGARS

ROTHSCHILDS SIZE 10¢

Thousands are changing to *Muriel* . . . It pays to display them. Mild but not too mild . . . rich but not too rich. Rothschilds size foil-wrapped to seal in the flavor and prevent breakage . . . P. Lorillard Company, Inc., 119 West 40th St., N. Y. C.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
GORDON W. STEWART, Hartford, Conn. ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York City ..... Secretary and Treasurer

PETER FABER DEAD

Peter Faber, retired cigar manufacturer, died at his home in Camden, N. J., on Tuesday, March 20th, following an illness of almost two years' duration.

Mr. Faber operated a cigar factory at 521 Erie Street, Camden, for many years.

Funeral services were held from the home of his son, Edward, 87 North Forty-second Street, on Saturday. Mr. Faber is survived by one daughter and five sons. He was seventy-one years old.

"HABANELLO" FORGING AHEAD

The "Habanello" cigar, manufactured by George Zifferblatt & Company, is steadily gaining in popularity with the smoker of quality cigars, and Mr. Zifferblatt is contemplating incorporating his business in order that he may have additional manufacturing facilities to cope with the steadily increasing demand. The brand is made in nine sizes, retailing from ten cents to three for fifty cents.

UNITED LEASES STORE IN GERMANTOWN

The corner store in the recently constructed Edward A. Schmidt Building, at Germantown Avenue and Chelten Avenue, Germantown, has been leased by the United Cigar Stores Company. Although the building has only been completed a few weeks, all the stores on the ground floor of the building have been leased.

"CORTEZ" MEN IN TOWN

Leroy Myers, C. W. Saunders and O. K. Kaiser, of the "Cortez" factory, were recent visitors in Philadelphia conferring with their distributors, Yahn & McDonnell, of North Seventh Street. The "Cortez" cigar has a very steady demand here.

BENSON & HEDGES INITIAL DIVIDEND

Directors of Benson & Hedges, manufacturers and distributors of high-grade cigarettes and smoking tobaccos, have declared an initial dividend of fifty cents a share on the cumulative convertible preferred stock of the company, payable May 1st to stockholders of record April 20th. Alexander Taylor was also elected a director.

EISENLOHR MEETING POSTPONED

The stockholders' meeting of Otto Eisenlohr and Brothers, Incorporated, scheduled for March 13th, has been postponed until April 10th.

George M. Cohan, America's stage favorite, says: "Good old 'Luckies.' We've been pals for years. And like an old friend they treat me well. No irritation to my throat and no coughing. And I appreciate 'Lucky Strike'—the full body tobacco with the toasted flavor that's been the same since that day we met."

Ellis Russell, who recently joined the sales staff of Cullman Brothers, has made a trip through the York County, Pennsylvania, manufacturing district, in the interest of his firm and reports the trip as very satisfactory. Mr. Russell is well known and has many friends throughout this territory.

CHICAGO ASSOCIATION OF COMMERCE ANALYZES CIGAR AND TOBACCO SALES

THE following information as to the cigar and tobacco sales in the City of Chicago has been given out by the Chicago Association of Commerce, and gives interesting figures as to the class of outlets for tobacco products in that city for the year 1926:

The figures here given are, in the main, self-explanatory. In computing turnovers, it is first necessary to determine the average cost of the merchandise sold. Should the average cost of the merchandise sold for one dollar be seventy cents, the figure here given for turnover should be multiplied by 70 per cent.; the resulting figure will represent the number of times the entire inventory is turned each year. Thus, if a dollar's worth of cigars cost the dealer seventy cents, the turnover figure of 10.8 shown in this report should be multiplied by 70 per cent., the result being 7.56, indicating that the dealer turns his inventory seven and a half times per year.

Restaurant Sales High

The number of retail outlets, given at 6374, represents all of the various stores through which cigars and tobacco are sold. In the taking of the schedules, many small dealers, who did not keep books by departments, were unable to show sales of cigars and tobacco. It is, therefore, to be assumed that there are many more than 6374 retail outlets for cigars and tobacco in Chicago. The census does inform us that 1157 drug stores sold 3360 thousand dollars' worth of cigars and tobacco, this figure representing more than 10 per cent. of the entire retail sales of cigars and tobacco in Chicago in 1926. It also tells us that the average sales of cigars and tobacco for each of these drug stores was $2904. We also learn that 964 restaurants sold 2944 thousand dollars' worth of cigars and tobacco, representing more than 9 per cent. of the total sales of these goods, and averaging $3054 for each restaurant.

This finding covers the sales of 113 wholesale outlets, which includes ninety-four wholesale tobacco establishments, and 6374 retail outlets, which includes 1318 cigar stores and stands. The wholesale establishments sold nearly forty-three million dollars, or an average of over 456 thousand dollars for each establishment, this figure including some smokers' supplies and sundries. The retail establishments sold more than twenty-four million dollars' worth of merchandise, of which more than twenty-two million dollars represented cigars and tobacco, the average sales of each retail tobacco establishment being $18,564. Of these 1318 retail establishments, 761 had sales for the year of less than ten thousand dollars, and seventeen had sales exceeding fifty thousand dollars.

The payrolls of the wholesale establishments, covering 770 employees, amounted to 1716 thousand dollars. In the retail establishments, 1082 employees drew salaries of 1475 thousand dollars. The average salary in the wholesale business was $2228, and in the retail business was $1363. The average sales of each salesman for wholesale houses was 142 thousand dollars, and the total payrolls of these houses were 4 per cent. of the total sales. The average sales of each retail salesman were nearly 31 thousand dollars, and the payrolls of these establishments were 6 per cent. of the sales.

(Continued on Page 16)

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA
CIGAR

News from Congress

(*Continued from Page 10*)

Since discontinuing the temporary agreement with the United States, Cuba has consummated a parcel post convention with Great Britain and negotiations are now going forward looking toward a similar convention with the Dominion of Canada.

As a result of the absence of parcel post relations between the two countries, it is stated, American shippers are now paying several times as much for the transportation of small packages to Cuba than was paid while the convention was in force. Further, in the case of other than established firms, express companies require a deposit of 50 per cent. of the invoice value of a parcel as a guarantee of the payment of the fees and charges by the consignee in Cuba.

Elimination of Tariff Commission Suggested

The sudden resignation, on March 14, of Tariff Commisisoner Edward P. Costigan, announced in a letter to Senator Robinson of Arkansas, in which he denounced his colleagues on the commission and the administration for hampering the operation of the flexible provisions of the tariff bill, has brought the whole question of the flexible tariff to the forefront with prospects that efforts will be made to bring about changes in the manner in which those provisions are enforced.

Commissioner Costigan charged that the majority on the commission were committed to a high tariff policy, and that President Coolidge had failed to act upon the recommendations made, the sugar case being cited as an example. He declared that harmony in the commission was impossible, and that the purposes for which it was created were being lost sight of in factional disputes.

As a result of the commissioner's disclosures it has been suggested by Senator Robinson that the tariff commission should be eliminated, the flexible tariff provisions of the law repealed, and changes in rates returned again to Congress exclusively. He suggests that it would be possible to create a committee in Congress to handle the work, probably having in mind a joint committee on which both Senate and House would be represented, as is now the case with the joint committee on internal revenue taxation, which has a force of experts at its command and is making a study of the tax law. He suggests the joint committee on tariff would also have its experts whose reports would form the basis of such changes in rates as would be recommended.

It is believed that such a step would meet with the approval of business, from which repeated complaints have been received that applications to the Tariff Commission for charges in rates due to foreign competition have either been turned down or the time consumed in investigation has been so great that the situation which made a rate change desirable no longer existed when the commission made its report.

Action on Tax Reduction Probable Early This Month

No action will be taken by the Senate Finance Committee on the revenue reduction bill until early in April, it has been stated by Senator Smoot of Utah, chairman, in order that the committee may secure complete information regarding the March 15 tax returns for 1927. While refusing to commit himself definitely, it is indicated by Senator Smoot that the Senate Committee will be unable to agree to the cuts made by the House in the belief that the tax returns for last year will be found to show considerably less revenue than was anticipated.

It is indicated that the 1927 taxable income will be from seven to ten per cent. less than that of 1926, and a preliminary survey conducted by an official agency indicates a loss of somewhere in the neighborhood of $175,000,000 in receipts from corporation tax returns alone.

There is no intimation, however, that the Senate Committee will feel it necessary to forego tax reduction entirely, but it is probable that the cuts made by the House will be shaved down materially.

EASTERN JOBBER CITES CIGARETTE PROFITS

The Keilson Cigar Company, of Cincinnati, have sent the following message to their customers:

"Figures don't lie. Don't give your profits away!

AT 15 CENTS PER PACKAGE

Your present selling price

At 15¢ cigarettes sell for		$7.50 per M.
Your cost	$6.40	
Discount	.44	
Your net cost		$5.96 per M.
You are now making a profit of		1.54 per M.

AT TWO PACKAGES FOR 25 CENTS

At 2 for 25¢ bring		$6.25
Your cost	$6.40	
Discount	.44	
Your net cost		$5.96 per M.
Your profit only		.29 per M.

These figures are plain. You will have to sell more than FIVE (5) TIMES the amount of cigarettes you are now handling to make ONLY THE SAME AMOUNT OF PROFIT you are enjoying now!"

What, we ask, could be plainer than that?

UNITED EARNINGS INCREASE

Net income of the United Cigar Stores Company, for the year ending December 31, 1927, after interest and Federal taxes, was $10,181,474, including $2,437,003 enhancement of leasehold values. This is equal, after preferred dividends, to $1.89 a share (par $10) on 5,061,677 common shares outstanding.

Net income for the previous year was $9,854,869, including $2,301,639 enhancement in leasehold values, or $5.02 a share on $1,909,170 shares of common outstanding ($25 par) in 1926.

CHICAGO ANALYSIS

(*Continued from Page 15*)

The cigar and tobacco business in the city of Chicago is represented by 1536 establishments, including manufacturers, wholesalers and retailers. These establishments employ 2574 people, are operated by 1401 firm members and proprietors, and the total annual payroll of employees is over four million dollars. The output of factories, the sales of wholesale dealers and the retail sales combined exceed 70 million dollars. As a wholesale business, the tobacco business ranks twenty-fourth in importance, and as a retail business, it ranks twentieth. Tobacco sales at retail amount to more than 1 per cent. of the total sales of all kinds of merchandise, and amount to $8.03 per capita of population, there being 2313 people in Chicago for each retail cigar store.

OPTIMISTIC BUSINESS OUTLOOK JUSTIFIED

THE survey of current business conditions by the National Bank of Commerce in New York City shows that spring expansion of business is well under way.

The increase in industrial operations has been more gradual than it was in 1927 and it is quite likely that at no time during the first half-year will production reach the high level it did at the end of last March. But the period of spring activity bids fair to last longer than it did last season, with large aggregate volume for the first half-year.

The pronounced change of sentiment from uncertainty and even pessimism to a definitely confident outlook which occurred during the first half of March is the result of general recognition of the intrinsically sound position of a large number of industries which have not heretofore failed to serve as accurate measures of what lies ahead. Steel operations continue at around 83 per cent., about the level which has prevailed since the first of February. The opinion is now widely held in the industry that a good rate of activity will be sustained well into April.

Contracts for building and construction let in February and the aggregate of such contracts for the first two months of the year, according to the data compiled by the F. W. Dodge Corporation, indicate a new high level for construction. The outlook is equally satisfactory in the automobile industry. Passenger car output is somewhat larger than that for the corresponding season of last year, some leading manufacturers making new high production records. Retail sales of cars are reported as somewhat better than they were a year ago for most parts of the country.

The large volume of machine tool business being done is of special significance. Orders are well distributed.

In heavy chemicals, activity is not quite so pronounced as in those industries already mentioned, but conditions are excellent and the expectation is for a volume of business during the first half of the year approximately the same as for the corresponding period of 1927. Prosperity prevails in the utility field and in industries which supply it. Electric power consumption is running at around 10 per cent. higher than it did during the first part of 1927. Plans of the electric power companies for expansion indicate a good demand for new generating transmission and distributing equipment. In line with increase in output of electrical current, sales of electrical equipment for its utilization are good.

Favorable showings are not lacking in other lines. Agricultural implement makers are having excellent business with good gains over last year, and with more men employed than at that time. Export demand especially from Canada and Argentina is an important part of their market.

All this activity means a steady increase in the demand for labor, and reports already indicate a decrease in unemployment. Larger payrolls mean larger purchasing power and better retail trade.

After giving due weight to the adverse factors in the outlook, an optimistic conclusion for the second quarter of 1928 seems definitely justified. Those industries, the interrelations of which make them both determinants and indicators of the general course of business, are in excellent condition, with prospects of a continuance of their operations at seasonally high levels until the usual midsummer lull. It seems likely that the volume of business for the first six months of 1928 considered as a whole will be about what it was for the corresponding period of last year.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

JOBBERS WANTED

A REPRESENTATIVE ENGLISH TOBACCO HOUSE—Established over 150 years. Purveyors to the King of Norway, The British House of Lords, etc.; specialising in high grade brands of English tobaccos, would welcome enquiries from jobbers, retailers and other in the U. S. A., willing to take up and push their proprietary brands. Please address replies to R. & J. Hill, Ltd., The Spinet House, 175 Shoreditch High Street, London, England.

CIGAR JOBBERS WANTED IN NEW JERSEY AND WEST VIRGINIA on five-cent and ten-cent and up quality brands. Cigar manufacturers since 1892. For information write Box No. 520, care of "The Tobacco World."

FOR SALE

BUSINESS IS BUSINESS, BUT IT IS SURELY WORTH while to try once a foreign Unexcelled cigar tobacco, through which others have gained large fortunes. You will easily be convinced of the advantages by knowing quality and prices. I am ready to give full particulars, and if interested address at once "Old Truth," Box 516, care of "The Tobacco World."

1918-19-20-22 SOUTHERN WISCONSIN GROWN SPANISH Leaf Tobacco—188 cases, approximately 300 pounds each. For sale by L. G. Anderson, 2127 Iowa Street, Chicago, Ill.

The Tobacco World

Established 1881

VOLUME 48 APRIL 1, 1928 No. 7

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING

CIGAR FLAVORS

Make tobacco mellow and smooth in character and impart a most palatable flavor

FLAVORS FOR SMOKING and CHEWING TOBACCO

Write for List of Flavors for Special Brands

BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS

FRIES & BRO., 92 Reade Street, New York

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

4 WINDS:—45,168. For cigarettes. March 13, 1928. Penn Tobacco Company, Wilkes-Barre, Pa.

COTTON CLUB:—45,169. For all tobacco products. March 14, 1928. Petre Litho. Company, Philadelphia, Pa.

ALL YEAR CLUB:—45,170. For all tobacco products. March 14, 1928. Petre Litho. Company, Philadelphia, Pa.

PALMY DAYS:—45,171. For chewing and smoking tobacco and cigarettes only. March 13, 1928. Penn Tobacco Company, Wilkes-Barre, Pa., successors to L. Wornick Brown & Company, Utica, N. Y.

EL TEJON:—45,172. For cigars. March 15, 1928. M. Bristillo & Merriam, Tampa, Fla.

UNION LEAGUE CLUB:—45,173. For cigars. March 9, 1928. V. Suarez & Company, Chicago, Ill. (This certificate is issued upon presentation made to us that the trade-mark or trade-name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been in use by the registrant for the past 40 years.)

TRANSFERS

IVANHOE—45,175. For cigars. Registered by Cuesta Rey & Co., Tampa, Fla., March 16, 1928. (This certificate is issued upon presentation made to us that the trade-mark or trade-name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been acquired by the registrant through mesne transfers from P. C. Fulweiler & Bro. Co., Philadelphia, Pa.)

GILBERT W. BARNARD:—15,718 and 25,727 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered on June 19, 1908, by George Schlegel, New York, N. Y., and on March 26, 1913, by A. Kerr & Co., of Chicago, Ill. Transferred by Adolph Decker, Chicago, Ill., Receiver, to the Metropolitan Cigar Corporation, of Chicago, Ill., November 1, 1927.

LORD CLARE:—25,708 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered March 24, 1913, by Moehle Litho. Co., Inc., of Brooklyn, N. Y. Transferred by Adolph Decker, Chicago, Ill., Receiver, to the Metropolitan Cigar Corporation, of Chicago, Ill., November 1, 1927.

CHEVALIER D'EON:—32,964 (Tobacco Record). For cigars, cigarettes and tobacco. Registered August 27, 1907, by George Schlegel, New York, N. Y. Transferred to A. Kerr & Co., of Chicago, Ill., and re-transferred by Adolph Decker, Chicago, Ill., Receiver, to the Metropolitan Cigar Corp., Chicago, Ill., on November 1, 1927.

CUBAN GUARANTEE:—28,219 (Tobacco World). For cigars, cigarettes, chewing and smoking tobacco. Registered September 26, 1913, by The Moehle Litho. Co., Inc., Brooklyn, N. Y. Transferred to La Kurba Cigar Company of Chicago, Ill., and re-transferred by Adolph Decker, Chicago, Ill., Receiver, to the Metropolitan Cigar Corp., Chicago, Ill., November 1, 1927.

ANDREW JACKSON:—21,023 (Patent Office). For cigars. Registered November 26, 1918, by La Kurba Cigar Company, Chicago, Ill. Transferred by Adolph Decker, Chicago, Ill., Receiver, to the Metropolitan Cigar Corp., of Chicago, Ill., November 1, 1927.

CHICAGO MOTOR CLUB:—25,741 (Patent Office). For cigars. Registered March 20, 1923, by Mid-West Cigar Co., Inc., of Evansville, Ind. Transferred by Adolph Decker, Chicago, Ill., Receiver, to the Metropolitan Cigar Corp., Chicago, Ill., November 1, 1927.

RUDYARD KIPLING:—41,264 (T. M. A.). For cigars. Registered August 6, 1919, by La Kurba Cigar Co., Chicago, Ill. Transferred to Abe Kerr, and re-transferred by Adolph Decker, Receiver, to the Metropolitan Cigar Corp., Chicago, Ill., November 1, 1927.

EL MORO DE VENECIA:—31,718 (U. S. Tobacco). For cigars, cigarettes and cheroots. Registered May 3, 1906, by Calvert Litho. Co., Chicago, Ill. Through mesne transfers acquired by Rees-Mitchell Cigar Co., Greensboro, N. C., and re-transferred to El-Moro Cigar Co., Greensboro, N. C., August 5, 1926.

MORO:—5,562 (Patent Office). For cigars, cigarettes, smoking and chewing tobacco. Registered January 22, 1878, by McCoy & Co., New York, N. Y. Through mesne transfers acquired by Rees-Mitchell Cigar Co., Greensboro, N. C., and re-transferred to El-Moro Cigar Co., Inc., Greensboro, N. C., August 5, 1926.

R AND M:—42,993 (T. M. A.). For all tobacco products. Registered December 13, 1922, by Rees-Mitchell Cigar Co., Greensboro, N. C. Transferred to El-Moro Cigar Co., Inc., of Greensboro, N. C., August 5, 1926.

IZAAK WALTON:—43,719 (T. M. A.). For cigars, cigarettes and cigars, registered on February 10, 1925, by W. W. Davis, Neosho, Mo. Through mesne transfers acquired by the American Box Supply Co., Detroit, Mich., and re-transferred to H. E. Snyder, of Perkasie, Pa.

THIS YEAR'S CROP OF SANTA CLARA LEAF EXCELLENT

THE 1927-28 tobacco crop in the Province of Santa Clara is unusually good and much larger than that of 1926-27, which amounted to 250,000 bales, whereas the crop of the present year amounts to 450,000 bales, states American Consul Lucien N. Sullivan in a report released by the Tobacco Section of the Department of Commerce.

The first cutting, lasting from January to the end of February, has been finished and a rain during the first week in March made possible the second cutting. The quality of the crop this year is reported by the leading tobacco growers to be the finest produced in twenty years.

There are three principal producing districts in Santa Clara Province, namely: Manicaragua, Los Lomos and Cabaiguan.

Planting begins the first part of November and continues until the end of December. Much of the tobacco grown in Santa Clara Province is shipped to Havana and marketed under the name of Vuelta Abajo, which is in the district of Pinar del Rio and enjoys the widest fame for high-class tobacco. The Manicaragua district last year produced 8000 bales and this year more than 20,000 bales of 150 pounds each. An acre will produce about 600 pounds of tobacco, whereas in the United States the yield is much heavier.

In the manufacture of cigars there will be about one and one-half pounds of scrap to every thousand cigars and this scrap is worked into cigars of lower grade. Annual shipments of low-grade tobacco from Santa Clara to Europe amount to 50,000 or 75,000 bales. Tobacco of the first grade brings 70 cents a pound; that of the second grade, 55 to 60; and the third grade an average of 40 cents.

In manufacturing cigars twenty-two pounds of unstemmed tobacco are needed to make 1000 cigars. This twenty-two pounds of unstemmed tobacco will be reduced to sixteen pounds when ready to be made into cigars. This first-grade cigars from tobacco produced in this district sell over the counter here at fifteen cents each, but cigars of equal quality in the United States would cost much more.

There is difficulty in shipping the Santa Clara tobacco for the reason that the cargo steamers touching at Cienfuegos are usually chartered to carry full cargoes of fruit from Honduras or Nicaragua to New Orleans. These freight ships make triangular voyages from New Orleans to Cienfuegos, then to a Central American port and back to New Orleans. Recently a large shipment of tobacco was left on the docks in Cienfuegos while two steamships in succession which had been depended upon to take the tobacco left the port without it. Eventually the tobacco had to be shipped by rail to Havana, for export from that point.

BUYERS' GUIDE

CIGAR BOXES

NIC. ALTHAUS CO
MANUFACTURERS OF
THE TRADE CIGAR BOXES
CEDAR, SAW AND PLANING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
TEL., ASHLAND 6742 ESTABLISHED 1875.
637-641 EAST 17 ST.
NEW YORK.

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

It Pays to Advertise

IN THE

TOBACCO WORLD

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
607 Shelby Street :: DETROIT, MICH.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

Colorgraphic
LABELS-BANDS-ADVERTISING
WINDOW TRANSPARENCIES
Quality Service
AMERICAN LITHOGRAPHIC COMPANY
NINETEENTH STREET & FOURTH AVENUE—NEW YORK
56 E. WASHINGTON ST. CHICAGO · FIRST NATIONAL BANK BLDG. TAMPA · 620 POYDRAS ST. NEW ORLEANS · 163-173 MAIN ST. SAN FRANCISCO

Gives counts and prices on over 8,000 different lines of business. No matter what your business, in this book your prospective customers listed.

Valuable information is also given as to how you can use the mails to secure orders and inquiries for your products or services.

Write for Your FREE Copy

R. L. POLK & CO.,
Detroit, Mich.

Largest City Directory Publishers in the World—Mailing List Compilers—Business Statistics—Producers of Direct Mail Advertising

The Standards of America

Lorillard's Snuff, Est. 1770
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, Est. 1751

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

Manufactured by
GEORGE W. HELME CO.
111 Fifth Avenue, New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"

If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.

10c 15c 25c 75c $1.50 SIZES

J. G. DILL CO. Richmond, Va.

As the millions went up the price went down

WHITE OWLS were once priced at ten cents straight. Then, as they rapidly became a national favorite—as millions upon millions of smokers found cigar-happiness in White Owls—the retail price was lowered as volume became greater and greater. Today White Owls sell at 3 for 20c, less than 7c each.

And White Owls now are better than ever. Just as in the motor car field great volume cuts manufacturing costs, so the millions upon millions of White Owls sold every month enabled us to cut their already moderate production cost. With a small fraction of a cent of profit per sale, and following our long-established policy of giving the most outstanding value at all times, at the lowest possible price, we kept White Owls consistently up to their high standard of satisfaction, contentment and mellowness.

Last year even Nature helped us make the finest White Owls in our history. For experts agree that the 1926 crop (from which the White Owls you smoke today are made) produced the sweetest, coolest tobacco grown in many years. As the millions went up, the price went down. But White Owls remain mild, mellow, satisfactory—a great cigar, and never before as good as at the 3 for 20c price which they carry today.

3 *for* 20¢

White Owl

MILLIONS ARE SAYING, "TASTING BETTER THAN EVER"

"WHITE OWL newspaper advertising is now appearing in the leading cities of the United States."

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U.S. Department of Agriculture

APRIL 14, 1928

VOLUME 48 No. 8

THE TOBACCO WORLD

THE HARD PULL IS NOT ALL IN THE MAKING

The reason why many cigars are hard to smoke is not because of the packing but due to the leaf, which does not burn freely enough to permit easy drawing.

Back of this condition in the leaf is the soil in which the tobacco grows. When there is too much chlorine in it, the leaf barely burns and produces a most unsatisfactory cigar.

Government tests of the soil of Porto Rico have demonstrated its freedom from chlorines. The Porto Rican leaf *always* burns evenly, and it is for this reason that cigar manufacturers invariably choose it entirely or as part of their blends.

Full-flavored to pleasant taste, smooth to mildness, Porto Rican tobacco completely satisfies the requirements of cigar manufacturers to meet the ALL DAY CIGAR demand of the American smoker.

Try it for your makes or in your blends. You too will find that Porto Rican tobacco is inevitable to a good, mild cigar.

Write for booklet containing full information on Porto Rican tobacco. Address your requests to

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
1457 Broadway M. T. SALDANA, Agent New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

SMOKERS PREFER BUYING FROM WOODEN BOXES

Watch a Cigar smoker when he buys his smokes. He peers through the showcase. He compares the cigars by their size, shape and color. "I'll take X brand," he says.

Don't hide the sales points of your cigars. Don't make it hard for customers to select them. Pack your product in Wooden Boxes which show the whole cigar at its best advantage.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

Volume 48

THE TOBACCO WORLD

Established 1881

Number 8

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year | PHILADELPHIA, APRIL 15, 1928 | Foreign $3.50

FREEMAN URGES CO-OPERATION FOR FATHER'S DAY MOVEMENT

MANNIE FREEMAN, director of the Father's Day Committee has sent out the following letter to the trade urging support and early action in ordering your posters and advertising matter for Father's Day, which falls this year on June 17th.

There is every reason to believe the sale and consumption of cigars could be materially increased with a little concerted effort on the part of the retail and jobbing houses throughout the country.

Mr. Freeman's letter is as follows:

"March 26, 1928.

"Gentlemen:

"When the news broke about the 1928 Father's Day advertising program, the response was so favorable that the committee feels 'all set' for the most successful Father's Day we have ever had.

"With the proven results of last year's campaign still fresh in our memory, and with the improved advertising material to be used this year, there is no question about the opportunity for bigger sales and profits that this campaign will mean to you.

"The only thing with which you should be concerned is how to make this campaign bring maximum results. The answer is—use the advertising material that was described in the broadside sent to you about two weeks ago.

"Distribute a sufficient number of the posters to your dealers, and use the envelope inserts and stickers from now on. The results will speak for themselves.

"An order blank is enclosed for your convenience. The time is getting short. Order the quantities of each item that you need, and do it while the subject is before you—now.

"Very truly yours,
"Father's Day Committee,
"E. M. Freeman. Director."

SCHNEIDER JOINS UNION CIGAR COMPANY

Anthony Schneider, who resigned as vice-president of the American Cigar Company a short time ago, after being associated with that company for more than twenty years, has joined the executive organization of the Union Cigar Company, and it is rumored that he is to become president of the organization, to succeed George J. Whelan, who is at present holding that position temporarily.

Mr. Schneider is thoroughly familiar with all phases of cigar manufacturing, and the Union Cigar Company could hardly make a better selection for the responsible office of president.

"THREE KINGS" NEW UNION COMPANY CIGARETTE MAKES APPEARANCE

LAST WEEK the Union Tobacco Company launched their new cigarette, "Three Kings," on the market, their initial appearance taking place in New Haven, Conn.

The "Three Kings" brand is said to be identical with the "Three Castles," with the exception that they are packed in red and green packages. The red package indicates that the package contains cork-tipped cigarettes and the green one contains plain-tip cigarettes. The new brand is the result of confusion arising whereby consumers have in the past gotten the cork-tip "Three Castles" when they desired plain tip, and vice versa.

In reference to the new brand an official of the Union Tobacco Company made the following statement:

"When the 'Three Castles' cigarette was introduced we felt it would immediately win a very large following. We anticipated for the cork-tipped cigarette an especially large demand. We did not foresee, however, that a cork tip on a cigarette would count for as much as it does. To our surprise we have learned that plain 'Three Castles' do not satisfy many smokers as much as a cork-tipped cigarette of the same brand and that those who want them plain do not get the same satisfaction in the other kind. Whether the 'Three Castles' cigarettes they receive from the store clerk are plain or cork-tipped actually appears to have all the importance in the world to certain smokers who have been anoyed enough by dealer 'dis-service' to tell us so.

"This fact has been so deeply impressed upon us since we brought out 'Three Castles' that we have had to draw a very wide line of demarcation between the plain and cork-tipped packings. We have finally met the situation in a unique way.

"We are now placing on the market the 'Three Kings' cigarette, which is identical in quality and price with 'Three Castles.' The respects in which the newer brand differs from 'Three Castles' are that cork-tipped 'Three Kings' are put up in a red-colored package and the plain 'Three Kings' in a green-colored package.

"Thus dealers and clerks selling 'Three Kings' over the counter cannot fail to give their patrons just what they want. The red-packaged 'Three Kings' will mean cork-tipped cigarettes and the green-packaged 'Three Kings,' plain cigarettes. 'Three Kings' will sell to the trade and public at the same prices as 'Three Castles' and will be of exactly the same quality as the latter brand."

(Continued on page 18)

LEAF TOBACCO ASSOCIATIONS KILL SURETY BOND AMENDMENT

PROMPT action on the part of the New York Leaf Tobacco Board of Trade and also by the National Cigar Leaf Tobacco Association, has probably resulted in the killing of an amendment to the customs laws whereby leaf tobacco importers would have been compelled to furnish corporate sureties on all customs bonds, which would have placed an unfair financial burden on these importers.

Immediately following receipt of information that such an amendment was contemplated, Howard S. Cullman, president of the New York Leaf Tobacco Board of Trade took the matter up with Federal authorities and also had the following resolution adopted by the Leaf Tobacco Board and a copy forwarded to Mr. Ernest W. Camp, Director of Customs, at Washington:

"Whereas, a movement is now on foot looking to the substitution of surety companies for custom house brokers or other responsible individuals as sureties on customs bonds given for the payment of duties on imported merchandise; and

"Whereas, the existing regulation permitting custom house brokers to act as sureties has been in force for many years without substantial loss to the government; and

"Whereas, it is authoritatively stated that the proposed change would penalize the importing interests of the country by no less than $500,000 per annum, an amount out of all proportion to the negligible losses sustained by the government under the present system and would accomplish no object except the swelling of the revenues of the surety companies; therefore be it

"Resolved, that the Leaf Tobacco Board of Trade of the City of New York hereby strenuously protests against the proposed change which would place a heavy burden upon the already overtaxed cigar industry of the country and appeals to the customs authorities at Washington to maintain the present system of sureties; and be it further

"Resolved, that copies of these resolutions be transmitted to Director of Customs Ernest W. Camp at Washington, D. C., and to the secretary of the National Cigar Leaf Tobacco Association at New York.

The president of the National Cigar Leaf Tobacco Association, Nathan I. Bijur, also promptly addressed the following communication to the Director of Customs:

"HON. ERNEST W. CAMP,
Director of Customs,
Washington, D. C.

"Dear Sir: The attention of the National Cigar Leaf Tobacco Association of which I am president, has been called to an effort that is being made to secure the adoption of an amendment to the present customs regulations making it mandatory for importers to furnish the customs authorities with corporate suretyship on all customs bonds, the rate contemplated by the surety companies being fifty cents per $1,000.

"As a national body, and representing not only the tobacco trade, but also many of the most important cigar manufacturers, we wish to protest against such an amendment to the present regulations, which would make it necessary for dealers and manufacturers to pay for surety bonds in connection with their importations of Sumatra and Havana tobacco, which is used in the manufacturing of cigars.

(*Continued on page 17*)

REVENUE MEASURE NOW BEFORE SENATE FINANCE COMMITTEE

THE FOLLOWING bulletin has been received from the Tobacco Merchants Association, discussing the points of the new revenue measure now pending in Congress:

The Senate Finance Committee has begun consideration of the new tax bill.

Originally the Treasury Department recommended a total reduction of about $225,000,000. The measure, however, as passed by the House, provided for an estimated reduction of about $290,000,000.

In his new statement, submitted to the Senate Finance Committee, Secretary Mellon now recommends that that reduction be limited to but about $200,000,000, basing his downward revision upon enlarged appropriations passed at this session of the Congress which had not been anticipated in the administration's earlier recommendations with regard to tax reduction.

And it may be added that Secretary Mellon stated that while the estimate of expenditures included all items resulting from legislation enacted to the present time, inclusion was not made of those resulting from any flood relief legislation that may be adopted. Assuming that $30,000,000 is expended for flood relief, the surplus would correspondingly be reduced to $182,000,000 in place of the $212,000,000 estimated for 1929 on which the present recommendations are made.

House Bill Provisions and Changes Recommended by the Treasury Department

The major provisions in the Revenue Bill as passed by the House, together with the comments thereon of Secretary Mellon submitted to the Senate Finance Committee on the basis of a $200,000,000 tax cut, as well as the action already taken by the Senate Committee, follow.

Tobacco Taxes Unchanged.

No change whatever is made in the rates of taxation on tobacco products in the bill as passed by the House, and none has been recommended by the Secretary of the Treasury.

Income Taxes

CORPORATIONS:

In place of the present flat corporate income tax of 13½ per cent., the House Bill provides for a graduated tax rate with respect to corporations whose earnings do not exceed $15,000, as follows:

Corporations having a net income of

Not more than $7000 should be taxed at 5 per cent;

More than $7000 and not more than $12,000 should be taxed at 7 per cent.;

More than $12,000 and not more than $15,000 should be taken at 9 per cent.;

While all corporations whose incomes exceed $15,000 should be taxed at 11½ per cent.;

the reductions to apply against corporate income of 1927, on which taxes are due this year.

The Secretary of the Treasury recommends that the graduated plan carried in the House Bill be disapproved, and urges the adoption of a flat rate of 12 per cent. on corporate incomes.

The Senate Finance Committee has tentatively agreed upon the 12 per cent. rate recommended by the Secretary of the Treasury.

(*Continued on Page 16*)

OFFICERS RE-ELECTED BY N. Y. LEAF BOARD

THE ANNUAL MEETING of the New York Leaf Tobacco Board of Trade was held on last Tuesday at 165 Front Street, New York City, and the present officers were unanimously re-elected for another term.

Howard S. Cullman, president of the organization, read the following report covering the activities of the year:

"GENTLEMEN: In respectfully submitting to you the annual report of the New York Leaf Tobacco Board of Trade, I hope it will be in order to call to your attention the pertinent factors relative to the leaf tobacco industry that have been called to our attention during the past year, and upon which your Executive Committee has acted.

"Thanks to the loyal co-operation of the New York Leaf Tobacco Board of Trade, the National Cigar Leaf Tobacco Association, together with cigar manufacturers, the original Gilbert Bill has been so modified that, in its present form it is quite acceptable to our entire industry, and does not contain any of the original objectionable features, which, if incorporated, would have worked a decided hardship on tobacco merchants and manufacturers.

"The Cuban Parcel Post Bill has had the local organization's most vigorous objection. I believe that should this bill not receive favorable consideration it will be due, to a large extent, to our efforts, together with the national organization, and Mr. Crouse's invaluable assistance in Washington.

"At the present time there is quite some discussion regarding the Treasury Department suggesting an amendment to the present tariff law, making it mandatory for importers to furnish the customs authorities with corporative surety-ship on all custom bonds, instead of the acceptance of individuals as surety, as is at present the custom. Your organization has passed an emergency resolution, under date of April 2, 1928, which has been duly forwarded to the Treasury Department at Washington. On advice from the Merchants Association of the City of New York, as well as informal advice from the Treasury Department, we doubt very much if this particular measure will now have favorable consideration, which if passed would have been an additional cost to both dealers and manufacturers on the importations of leaf tobacco in the Port of New York.

"During the past year we had the pleasure of entertaining the National Cigar Leaf Tobacco Association in this city. At this late date may we again most heartily and sincerely thank the committees, as well as the entire trade, for their untiring efforts, which we feel contributed to making the last convention here a success from every angle. Under the new procedure adopted by the National Cigar Leaf Tobacco Association, it is quite doubtful if for some time we will have the opportunity of entertaining this organization again, as quite properly these conventions will now be held in the leading cigar tobacco growing belts. However, we sincerely hope that in the not too distant future the organization will again care to honor us.

"The reorganization of the New York Leaf Tobacco Board of Trade as an Executive Committee in 1927 has been more than justified in keeping the organization as a vital factor for emergency insurance to obtain proper legislation and to be organized against improper legislation as it may effect the New York leaf merchants. We sincerely hope that, as an Execu-

(*Continued on Page 15*)

AMERICAN TOBACCO COMPANY ELECTS NEW OFFICERS

AT A MEETING of the Board of Directors of the American Tobacco Company held last week Charles F. Neiley, former secretary of the company, and Vincent Riggio, former sales director, were elected assistant vice-presidents. Richard Boylan, former assistant secretary and purchasing agent, was elected secretary to fill the vacancy made by the promotion of Mr. Neiley. Each of these three men has been connected with the American Tobacco Company for many years and through their ability have risen steadily to the positions they now hold.

Prior to Mr. Neiley's connection with the American Tobacco Company he was associated with the Continental Tobacco Company, which was taken over by the American in 1904. At that time Mr. Neiley was connected with the leaf department, and was later promoted to the manufacturing department in an executive capacity. In 1912 he was elected assistant secretary, and in 1916 he was elected secretary of the company following the resignation of Josiah T. Wilcox.

Mr. Riggio was connected with the firm of Butler & Butler up to the time of their absorption by the American in 1911, and he was at that time made manager of the cigarette department. In 1918 he was made assistant to George W. Hill, who was then vice-president in charge of sales, and was made sales manager when Mr. Hill was elected to the presidency in 1925.

Dick Boylan, as he is known to his business associates, started with the American as "bench boy" about twenty-five years ago and made rapid advancement through the executive offices until in 1916 he was made assistant secretary, and in 1926 he was also made purchasing agent for the company, which position he will continue to hold along with that of secretary.

The officers elected at the meeting are as follows: George W. Hill, president; vice-presidents, Arthur C. Mower, Charles A. Penn, A. L. Sylvester; assistant vice-presidents, Charles F. Neiley and Vincent Riggio; secretary, Richard Boylan; assistant secretary, J. Raymond Cummings, and treasurer, James B. Harvey.

The Board of Directors consists of: J. E. Archbell, Donald Geddes, Tullis Harkrader, Thomas W. Harris, Frank W. Harwood, George W. Hill, Charles S. Keene, James E. Lipscomb, Arthur C. Mower, Charles F. Neiley, Paul A. Noell, Charles A. Penn, James H. Perkins, Vincent Riggio, A. L. Sylvester, Jesse R. Taylor, and Junius Parker, chairman.

CLASS A MAKES GAIN IN YORK COUNTY

Production figures in York County for the month of March show a good increase in the Class A brands, but the total production for the month shows a slight decrease from the same month last year.

Figures given out by the York and Red Lion offices are as follows:

	March, 1927	*March, 1928*
Class A	47,628,400	50,265,815
Class B	1,861,990	601,770
Class C	3,501,792	1,884,902
Class D	38,700	5,200
	53,030,882	52,757,687

A comparison of the total production figures as given above show a net loss for all classes of 273,195.

FATHER'S DAY, JUNE 17, 1928. "REMEMBER DAD—HE SMOKES"

PHILADELPHIA.

JOE GALLAGHER RESIGNS FROM EISENLOHR

NEWS that Joseph Gallagher, vice-president of Otto Eisenlohr & Brothers, Incorporated, had resigned from that firm was received with a great deal of surprise among his many friends in the trade last week, and also brought forth many expressions of regret.

Mr. Gallagher has been associated with the cigar industry for about thirty years—first with a large wholesale grocery house in the West, and later with Allen R. Cressman's Sons, and more recently with the firm of Otto Eisenlohr & Brothers, Incorporated, where he has been in charge of the sales of "Cinco," which have made some splendid advances under his able direction.

It is understood that Mr. Gallagher intends to spend some time in seeing some parts of the world not previously visited by him, but his many friends are not convinced that he will not return to the industry in due time.

MISS CLARK WINS SUIT AND GETS PERMANENT CERTIFICATE

Miss Helen Clark, school teacher of Secaucus, N. J., who was discharged by the local school board some time ago on the grounds that she smoked cigarettes, and by that reason the discipline of the school was interfered with, won a suit in the court recently which she brought against the superintendent of the school board of Secaucus for slander, and last week was granted a permanent elementary certificate as a public school teacher by the New Jersey State Board of Examiners.

In discussing the action of the examiners, Commissioner Charles H. Elliott, of the Department of Public Instruction, who is a member of the board, said that six of the members favored granting the certificate and three were opposed. He also declared the board did not take into consideration the jury verdict in reachnig its decision.

"OPTIMO" MAN VISITS

Abe Caro, representative of the "Optimo" factory, was a visitor here last week visiting the retailers and conferring with the "Optimo" distributors, Yahn & McDonnell Cigars, of North Seventh Street.

FATHER'S DAY, JUNE 17, 1928. "REMEMBER DAD—HE SMOKES"

JULES JACOBS JOINS TREBOW

JULES JACOBS, well-known cigar salesman to all dealers in Pennsylvania, New Jersey and Delaware, and recently with the firm of Heinemann Brothers, has severed his connection with the latter firm and become associated with the Trebow Cigar Company, of 121 North Fifth Street, and will in the future exert his efforts in the promotion of their new brand, "Ingersoll." The "Ingersoll" is a shade-wrapped cigar of generous size and retails at the popular price of one nickel. Mr. Jacobs has already obtained many fine placements for this brand in the downtown section.

TWO UNION CIGAR MEN ON EISENLOHR BOARD

At the stockholders' meeting of Otto Eisenlohr & Brothers, Incorporated, held on Tuesday, April 10th, J. J. Switzler and R. M. Ellis, of the Union Cigar Company, were elected to the Board of Directors.

The Union Cigar Company, which is a subsidiary of the United Cigar Stores Company, and the Schulte Cigar Stores Company, recently purchased the controlling interest in Otto Eisenlohr & Brothers.

T. P. Jackman, president of the Webster Cigar Company, of Detroit, which is also a subsidiary of Otto Eisenlohr & Brothers, was also elected to the board.

At the organization meeting of the Board of Directors, John J. Rogers was re-elected president of the company; R. G. Cunningham, secretary and treasurer, and Jackson Kemper was elected assistant treasurer. Joseph F. Gallagher retired as vice-president and a director of the company.

NEW "MAPACUBA" SIZES

The greatly increased popularity of Bayuk brands has induced Bayuk Cigars, Incorporated, to add two new sizes to their "Mapacuba" brand. They are known as the Epicure and the De Luxe sizes, and retail at 10 cents and two for a quarter, and are proving very popular with smokers.

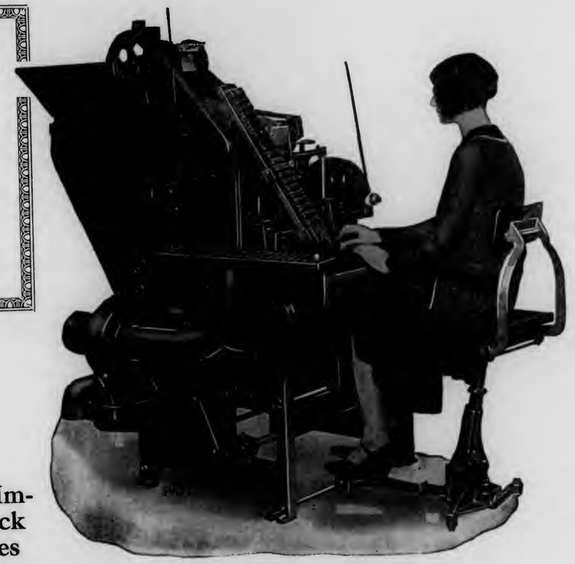
RECEIVER FOR JACK HARRISON

Herbert Jacobs was appointed receiver for Jack Harrison, cigar dealer, of Ardmore, Pa., last week, with bond at $1500, following the filing of an involuntary petition in bankruptcy by Harrison a short time ago.

A Perfect Scrap Bunch Machine

Improved!

by the Addition of Two Important and Efficient Stock and Cost-Saving Features



The MODEL L UNIVERSAL
Scrap Bunch Machine

Labor, Stock and Money-Saving Features

A—The suction rolling attachment assures smoother and more perfectly-rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of friction clutch and emergency stop makes the machine run more smoothly and permits the instantaneous stopping of the machine at any point. It also reduces the upkeep cost.

C—Handles straight or shaped work equally well.

D—Makes right or left-hand bunches without changing machine.

E—Adapted for use in conjunction with automatic rolling machines.

F—Uniform size, shape and weight of bunches assured.

G—A very substantial saving in labor and stock costs.

H—Handles large-size or mixed-cut scrap of unequal sizes, also shredded or threshed scrap.

I—Damp or dry tobacco handled with equally good results.

J—Low cost of upkeep; does not easily get out of order.

K—The easily adjustable weighing scale meets all requirements as to changes in sizes and weather conditions.

L—Automatically removes foreign substances from the tobacco such as thread, feathers, etc.

M—Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

THE Model L Scrap Bunch Machine is now being made with (or without) suction rolling table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

The Model L Machine which is hanging up records of 4,500 to 5,000 perfect scrap bunches a day, is now equipped with the latest type of friction clutch and emergency stop. This causes the machine to run more smoothly and permits stopping of the machine at any point in its operation. It also reduces the upkeep cost of the machine.

Whether yours is a large or small factory, if you make scrap cigars, you can not afford to be without the Model L Scrap Bunch Machine. It will help you meet competition by increasing your output and reducing your production costs.

Write for illustrated price folder and complete Model L information

The price of the Model L Universal Scrap Bunch Machine equipped with Folding Chair, Drive Equipment and ½ H. P. motor is

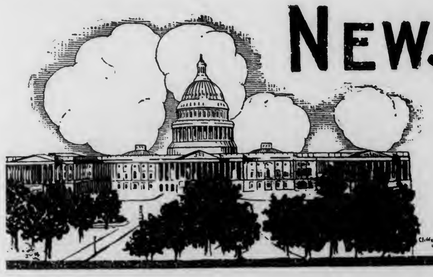
$850

Convenient Time Payment Terms

With Suction Rolling Table . . . . $50. extra
With Individual, direct-connected, motor-driven suction Fan . . $75. extra

Prices F. O. B. Factory, Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

DENIAL that there has ever been any difficulty in importing cigarettes into Cuba, as reported sometime ago upon the adoption by the Cuban Government of regulations concerning adulterants which might render cigarettes injurious to health, has been made by Secretary of State Frank B. Kellogg in a letter to Senator Simmons of North Carolina.

It is pointed out, however, that the duty on manufactured tobacco has been materially increased, but the hope is expressed that a reduction will be made in the duty on pipe tobacco.

Following a request from Senator Simmons early in March, the Secretary instructed the Embassy at Habana to investigate reports of the regulations requiring with all shipments of cigarettes to Cuba certificates from the United States Public Health authorities, for the issuance of which there is understood to exist in this country no administrative agencies or authority in law. A report has been received by the department from the Embassy which indicates that there has been considerable misunderstanding as to the regulations, the Secretary's letter stating:

"Immediately upon the receipt of this instruction the Embassy inquired of the largest single importer of American cigarettes of this city, who stated that he was having no difficulties with the Cuban Custom House and that he had not heard of any requirements or proposal of a requirement that the United States Public Health authorities should issue certificates to accompany cigarettes stating that these cigarettes contained no substances harmful to health. The memorandum to the Tobacco Manufacturing Association of the United States contains a translation of the provisions contained in Decree No. 51 of January 14, 1928, concerning adulterants which might render cigarettes injurious to health. The provisions of this clause are being enforced and samples taken from every shipment of cigarettes arriving in Cuba, but I am informed that this causes only a small delay concerning which no complaint appears to have been made by any of the importers. Neither the Embassy nor the importer mentioned above has heard of any existing or proposed requirement that shipments shall be accompanied by certificates of the United State Public Health Service.

"As to the duty on manufactured tobacco, it is a fact that this has been raised to $11 per kilogram (approximately $5 per pound) but the embassy understands that the Cuban Tariff Commission, which is still considering the many complaints about the recently changed tariff rates, is giving serious consideration to the question of a great reduction in the duty on pipe tobacco. Cuba has long had a substantially prohibitive duty on tobacco suitable for the manufacture of cigarettes and it seems likely that the duty on that class of tobacco will be maintained at a very high rate but that smoking tobacco will be accorded a separate classification and pay a far lower rate of duty than is at present provided, although it is impossible to say at this time whether this rate will be as low as it was previous to the issuance of Decree No. 51, referred to above."

Cigars May Be Packed in Boxes of 20 Soon

An amendment to the pending revenue reduction bill permitting the packing of cigars in boxes of 20 will be proposed by Senator McLean of Connecticut when the measure reaches the Senate floor. The bill is now before the Senate Finance Committee, which will not take up the question of cigars.

Mr. McLean's amendment will merely insert in Section 3392 of the revised statute as amended the word twenty, so that it will provide that "all cigars weighing more than three pounds per thousand shall be packed in boxes not before used for the purpose containing, respectively, three, five, seven, ten, twelve, thirteen, twenty, twenty-five, fifty, one hundred, two hundred, two hundred and fifty, or five hundred cigars each."

The amendment would become effective on the expiration of 30 days after the enactment of the measure.

Retail Selling Costs Analyzed

An analytical study of retail selling costs has just been completed by the domestic commerce division of the Department of Commerce, undertaken at the recommendation of a group of business executives, including manufacturers, wholesalers and distributors.

One of the most difficult problems facing retail merchants today is in connection with the cost entailed in actually selling their wares over the counter, it is pointed out by officials of the division. The average successful retailer has reached a certain degree of efficiency in the buying of his stock; his merchandise is cleverly displayed and well advertised. When the next process is reached, however, that is the actual selling to the customer, the same degree of efficiency may not be in evidence.

In one prominent retail establishment having stores in four large cities it was found that the sales force were idle one-third of their time. Taking care of stock required about 17 per cent. of the working day and interviews without sales another 8 per cent. Only 42 per cent. of the sales persons' time was taken up in the actual selling of merchandise.

(Continued on Page 12)

PORTLAND JOBBERS MERGE

Three large wholesale grocery houses in Portland, Oregon, which also distribute cigars and tobacco products have come to an agreement whereby the business of the three firms will be merged at once.

The firms are Mason, Ehrman & Co., Allen & Lewis, and Lang & Co., and the combined capital of the three organizations is around $3,000,000.

Allen & Lewis is the oldest wholesale grocery house on the Pacific Coast, and distributes the brands of the Consolidated Cigar Corp.; Mason, Ehrman & Co., feature "Webster" and "Carabanas" cigars, and Lang & Co., feature the brands of the American Cigar Company and the Escalante brands.

The three firms in the consolidation have approximately two thousand employees.

AMERICAN OFFERS FLASHLIGHT DEAL ON "LUCKY STRIKES"

The American Tobacco Company has notified the trade of a new deal on "Lucky Strike" cigarettes, as follows:

Each combination will consist of one tin "Lucky Strikes" 50's, value 40 cents, and one Eveready flashlight with two batteries, value $1. The price to the consumer will be $1 for each combination.

Billing price, 83 cents per combination, subject to our regular discounts.

Packing unit—10 combinations consisting of 10 tins "Lucky Strike" 50's, 10 flashlights and 20 batteries, will be packed in a substantial corrugated container. Also one attractive counter card and two window posters advertising this deal will be included in each packing unit.

TAMPA PRODUCTION INCREASES IN MARCH

According to figures of the Internal Revenue cigar production in the city of Tampa for the month of March was 36,244,260, while the figures for the month of February were 33,299,020, or an increase for the month of approximately 3,000,000 cigars.

Of this total March production, 10,000,000 were Class A cigars; 794,000 were Class B; 17,600,000 were Class C; 7,700,000 were Class D, and 181,000 were Class E which retail at more than 20 cents each.

UNITED TO INSTALL ADDITIONAL VENDING MACHINES

The recent installation of cigarette vending machines in a New York store of the United Cigar Stores Company has proven a success, and it is understood that the company will soon install this machine in their stores in other locations.

AMERICAN MACHINE & FOUNDRY DIVIDEND

Directors of the American Machine and Foundry Company have declared an extra dividend of 50 cents a share on the common stock in addition to the regular quarterly dividend of 50 cents on the common stock and 1¾ per cent. on the preferred. All dividends are payable on May 1st to stockholders of record April 19th.

FATHER'S DAY, JUNE 17, 1928. "REMEMBER DAD—HE SMOKES"

HI HAMMER LEAVES CORRAL, WODISKA

WORD has been received from Tampa to the effect that Hiram Hammer, vice-president and general sales manager of the first of Corral, Wodiska y Ca., of Tampa, has severed his connections with that firm. This news will no doubt be a great surprise to the trade as it was entirely unexpected.

Mr. Hammer has been associated with Corral, Wodiska y Ca., for more than twenty years, and is well known throughout the country wherever their brand, "Bering," is sold, and his many friends in the trade will be hard to convince that he intends to retire permanently from the cigar industry.

Mr. Hammer has made the following statement in reference to his retirement: "After twenty years' happy association with the house of Corral, Wodiska y Ca., I am retiring with no plans for the future except to enjoy a long period of rest. I leave my associates with every feeling of good will, and to my friends in the trade I express a deep appreciation for all courtesies."

ANOTHER MANUFACTURER AGREES TO "CEASE AND DESIST"

According to a bulletin released by the Federal Trade Commission at Washington, another cigar manufacturer has agreed to "cease and desist" forever in soliciting the sale of and selling his products in interstate commerce from the use of the word "Tampa" on his labels, brands, containers or in his advertising matter circulated in interstate commerce, or in any manner so as to import or imply that the said products are actually Tampa cigars and made in the City of Tampa in the State of Florida.

Respondent also agreed that if he should ever resume or indulge in any of the practices in question, this said stipulation of facts may be used in evidence against him in the trial of the complaint which the Commission may issue.

In accordance with a recent ruling by the Commission, the name of the respondent was not made public.

ADAMS RESIGNS FROM E. A. KLINE

E. A. Kline & Company have announced that Edwin Adams, formerly a member of their sales staff, residing in Cleveland, has resigned from that firm. Mr. Adams has not made any announcement as to his future plans although it is known that he has several propositions under consideration.

ANOTHER FOR DAVE OLSTER

The cigar stand in the new Yensen's Haufbrau, located in the basement of the new Walsan Arcade on Walnut Street, will be under the management of Dave Olster, who operates the store at Juniper and Sansom Streets. The new stand will be ready this week.

MUST STOP SMOKING TO SHARE IN ESTATE

Under the will of his step-father, Jacob Meyers, filed in New York last week, Edward Walker will not share in the $100,000 estate unless he quits smoking permanently, and earns $40 a week or more before "he keeps company with a girl."

"Luckies Are Preferred On The Golf Course," Says Johnny Farrell, Golf Star

"It seems to me that all my friends on the golf course and off prefer Luckies to all other cigarettes. It is easy to understand this from their wonderful flavor and aroma and besides they never irritate the throat."

Johnny Farrell

"The Cream of the Tobacco Crop"
for Lucky Strikes says Leaf Tobacco Buyer

"The sale of LUCKY STRIKE Cigarettes has increased to a phenomenal degree. I am a leaf tobacco buyer and am instructed to buy the 'Cream of the Crop' for this Brand and I am following my instructions to the letter."

G. L. Davis

"It's toasted"

No Throat Irritation - No Cough.

©1928, The American Tobacco Co., Inc.

News from Congress

(*Continued from Page 8*)

The importance of this phase of retail merchandising, it is declared, is indicated by the fact that according to census figures based on returns from 90,000 retail stores, nearly 13 cents was paid out in salaries of employees for every dollar which came in from selling.

The selling problem must be approached from a scientific angle with an accurate knowledge of all the facts involved. Up until now about the only retail establishments which have attempted to analyze this problem have been the department stores, although it is one which every retail establishment regardless of type must eventually face if they are to reduce the present high cost of distribution. Any substantial advance in retail selling efficiency, it is pointed out, whereby a reduction is affected in the cost of this item of overhead, will prove of advantage not only to the merchant but in the long run to his employees and customers as well.

Little Hope for Tax Reduction This Year

But little can be done in the way of tax reduction this year, in view of the fact that $40,000,000 has already been pared from the 1929 surplus as estimated last fall and that the present estimate may be again reduced by $30,000,000, the Senate Finance Committee was told on April 3 by Secretary of the Treasury Mellon. The present situation will not permit a tax reduction in excess of $201,000,000 and possibly not more than $181,000,000 may be cut from the present law if flood relief expenditures are authorized at this session, he said.

In view of Secretary Mellon's pessimistic attitude it is now considered probable that tax revision will go by the board entirely this session and will be taken up again when Congress meets in December, when it is hoped that improved business conditions will permit cuts more nearly comparable to those made by the House of Representatives when it passed the tax bill December 15 last. At any rate, there will be no haste in taking up the measure, members of the Finance Committee believing that it should be held in abeyance until Congress has concluded consideration of its various appropriation bills.

If the surplus for the current fiscal year is not in excess of $182,000,000, the only tax revision that the Treasury will approve would be a reduction in the general corporation tax rate from 13½ per cent. to 12 per cent., revision of the rate on individual income between $14,000 and $75,000, repeal of the estate tax, and repeal of the cereal beverage tax. These cuts would total $181,115,000. If, however, the surplus is $212,000,000, as anticipated if no flood relief appropriations are made, it will be possible, in addition to these cuts, to increase from $2000 to $3000 the exemption allowed corporations with incomes not in excess of $25,000, an increase from 75 cents to $1 in the exemption from admission tax and the exemption from tax of bankers' acceptances held by foreign central banks of issue, a total tax reduction of $201,115,000.

The cost of the Federal Government is already borne to a very large extent by the comparatively small number of persons who pay direct taxes, Secretary Mellon told the committee. A further material reduction in indirect taxes would produce a very ill-balanced tax system under which the Government would be supported, not by the entire body of citizens, but by a limited class.

"Moreover," he continued, "from a fiscal standpoint the Federal Government cannot afford to see its tax system resting on too narrow a base, such as will be the case if for all practical purposes we rely exclusively on customs, income and tobacco taxes. Under such conditions even minor changes in business would necessarily result in wide fluctuations in revenue receipts. We should face periodically excessive surpluses or deficits, requiring frequent revisions of rates, which, in turn, would have a most disturbing effect on the course of business. A broad, rather than a narrow base, and a diversified, rather than a restricted system of taxation, are the very fundamentals of budgetary stability."

Investigation of Patent Office Procedure Sought

An exhaustive investigation of alleged evils growing out of present procedure in the United States Patent Office is sought by Senator King of Utah, who on April 4 introduced a resolution calling for the appointment of a special committee to make the study. Such an investigation has been sought for some time by various interests, who charged that the independent inventor was left practically at the mercy of a number of big corporations.

In his resolution, Senator King pointed out that there are awaiting action in the Patent Office at the present time more than 95,000 applications for patents, many of which have been pending without action for from six to eight months. It usually requires from two to seven years after application for a patent to be issued, he pointed out further, during which time the applicant is powerless to protect his invention against infringers, with the result that inventions which might be effective in promoting new industries often, because of the delay in the Patent Office, lose their effectiveness and value.

It is also charged that the procedure of the Patent Office to determine priority of invention as between applicants claiming the same invention are unsatisfactory and expensive and are subject to abuse by unscrupulous parties to exhaust the resources of bona fide inventors.

Heavy Penalty Provided for Concealment of Stolen Property

Enactment of the bill introduced in the House of Representatives by Congressman LaGuardia of New York, which would make it a crime punishable by two years imprisonment or a $5,000 fine to conceal stolen property or to ship stolen goods in interstate commerce, was urged upon the House judiciary committee April 3 by representatives of a number of industries and organizations.

Stolen goods to the value of probably $500,000,000 are annually shipped in interstate commerce, it was asserted by former Secretary of War Newton D. Baker, appearing as a representative of the National Crime Commission. The LaGuardia measure would do away with this facility for the disposal of such goods, by making it incumbent upon a purchaser to determine that the property he is buying has not been stolen. Representatives of the American Federation of Labor, the International Association of Police Chiefs and the National Association of Credit Men also appeared in favor of the bill.

CREDIT SURVEY FINDS CONFIDENCE GROWING

New York, April 9, 1928.

BUSINESS, which has been so greatly encouraged by the stabilizing effects of the Federal Reserve System that it no longer trembles at the words "business cycle," is rapidly ridding its mind of another bugaboo by throwing off the fear that a Presidential year inevitably involves a serious upset, according to the March business survey conducted by the National Association of Credit Men.

The survey says that 1928 will probably see less interference with the orderly course of business than has been recorded in any general election year in the memory of the present generation.

The credit association reports that retail trade is satisfactory throughout the country except in four or five centers where bad weather or adverse local conditions have slowed up sales.

"With a few exceptions, wholesalers are in a fairly cheerful frame of mind," the survey says. "Reduced inventories in retail stores are beginning to show effects that are favorable to wholesalers and jobbers in many lines of business.

"In general, conditions are the same as they were a month ago. Those who anticipated a marked boom in the early months of 1928 have been disappointed. On the other hand, those who at the beginning of the year said they saw the well-defined start of a depression have been proved wrong in their prophesies.

"Competition is pressing severely, but there is nothing new in that. Considerable unemployment exists, but there is no dependable data on its extent, and until the information is available it is useless to attempt to gauge its effects.

"Agricultural conditions are still fair. Some damage has been done to winter wheat in the Middle West, but moisture conditions in the Southwest have improved and Nebraska and Montana crops show marked improvement. Plowing for cotton is under way in the extreme South, and in Southern Illinois a large acreage in oats has already been seeded.

"Car-loadings continue to show decreases as compared with last year, but loadings, as an index of general business activity, are of value historically rather than prophetically. That is to say, they indicate what has happened and what is happening, but do not indicate what is going to happen.

"Steel and motors, the two production leaders, continue to move at a fairly satisfactory pace. Building materials, leather, machinery and machine equipment are active. Considerable progress is being made in agricultural implements, chemicals, electrical equipment, rayon and tobacco products.

"Building construction contracts awarded in February in the 37 states east of the Rock Mountains amounted to $465,331,300, the highest February contract total ever recorded. It was nine per cent. ahead of the January total and 18 per cent. over the record for February, 1927."

In a special survey covering New York State, New Jersey, Pennsylvania and Maryland, 56 per cent. of the manufacturing and wholesale concerns reporting said that their February sales were larger than January sales, with 44 per cent. reporting smaller sales for February.

Comparing February, 1928, with February, 1927, the same ratio existed, 56 per cent. reported larger sales in February of this year.

ROCKY FORD
CIGARS

LONG FILLER
Imported . . . Sumatra
. . . Wrapper.

A real five cent cigar is back in town . . . Quick sellers and sure repeaters . . . P. Lorillard Company, Inc., 119 West 40th St., New York.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

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CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
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ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
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RESULTS OF SECOND 1928 SALE OF JAVA TOBACCO ON THE ROTTERDAM MARKET

ON March 2, 1928, the second sale of the present year was held at Rotterdam, states American Consul Edward A. Dow, in a report released by the Tobacco Section of the Department of Commerce. A total of 4885 bales was offered in consisting of 2445 bales of Besoeki, 758 Loemadjang, 744 Madoera, 540 Rembang, 206 Kediri, 129 Kedoe and 33 Timor.

The "Besoeki" according to the samples offered, promises a light-colored crop and these offerings accordingly aroused considerable interest. The "Loemadjang" leaf was of a good dry quality, a part of which showed darker color on the veins of the leaves. The "Madoera" krossak was of inferior quality to what has previously been offered. The "Rembang" was ordinary and some parcels remained unsold.

While the actual prices paid remain secret, as is customary at Rotterdam sales, the five principal brokers examined the samples offered on February 27, 1928, and the average of these estimates showed a range in prices from four to thirty-seven and a half Dutch cents per pound. (One Dutch cent is equal to $0.004 and one Dutch pound is equal to 1.1023 pounds.) The following quotations are in American currency and American pounds.

Most of the Besoeki (2108 bales) was quoted at between $0.14 and $0.17 per pound; but 302 bales also were quoted at $0.13; Loemadjang varied between $0.09 and $0.16 but most bales quoted around $0.15; Madoera ranged from $0.02 to $0.10 and was unattractive in appearance; Rembang averaged bout $0.06 and did not exceed $0.07; Kediri, Kedoe and Timor were not quoted above $0.10 and a majority of these varieties were quoted at an average of $0.07.

Almost half of the tobacco offered was purchased by Amsterdam concerns.

CANADA FACING OVERPRODUCTION PROBLEMS

A commission headed by the Director of the Dominion Experimental Farms has been formed to investigate the situation of the tobacco growers in Southwestern Ontario, according to information received in the Tobacco Section of the Department of Commerce from Trade Commissioner J. Bartlett Richards. It is estimated that in some districts as much as 25 per cent. of the 1927 crop remains unsold. Since most of the crop is ordinarily sold before Christmas, it is becoming evident to the growers that more attention must be given to marketing now that the production has increased to such an extent. The 1927 crop is estimated at nearly 35,000,000 pounds, compared with 20,000,000 pounds in 1926, and, while it is claimed that Ontario tobacco is of the highest quality, it is believed in many quarters that the sudden increase was accompanied by the production of a good deal of inferior tobacco. The problem is believed to be one of marketing, together with control of production and quality.

The Benjamin Franklin Hotel stand, operated by Yahn & McDonnell, featured the Pollak dollar pocket lighter in their Chestnut Street window last week. This lighter is proving very popular with cigar and cigarette smokers.

NOTES ON THE TOBACCO INDUSTRY IN THE PHILIPPINE ISLANDS

THE 1927 market opened with heavy stocks in the hands of dealers, and part of these stocks still remains unsold at the beginning of 1928, according to information received in the Tobacco Section of the Department of Commerce from American Trade Commissioner George C. Howard. The year 1928 opens with stocks of approximately 15,000,000 pounds on hand, some 20 per cent. more than at the beginning of last year.

In addition to these heavy dealers' stocks, the Cagayan and Isabela tobacco growers have large stocks of inferior tobacco left on their hands. Inclement weather during the planting season of 1927 crop was responsible for a large proportion of very poor grade leaf in many districts, and selective buying during the year eliminated this poor quality leaf.

Little was accomplished toward improving the quality of wrapper leaf, and imports of this type from Sumatra and the United States continued to increase. The use of imported Javanese labor, experienced in the growing of Sumatra wrapper leaf, is being undertaken in the Cagayan Valley, and reports indicate that the experiment promises to be successful, particularly in training Philippine labor in proper methods.

The 1927 crop in Cagayan and Isabela is estimated at 45,000,000 pounds, but the exact quantity of unsold leaf is not yet known.

Exports of leaf during the year were approximately 48,000,000 pounds, valued at about 7,750,000 pesos.

The cigar trade with the United States was unsatisfactory, exports totaling 173,000,000 pieces or about 16 per cent. under 1926, which in turn was under 1925. In addition to a lowered American demand, the Chinese market was very depressed for two or three months on account of the tax and duty situation there. During the middle of the year several of the local cigar factories were forced to close temporarily to await better demand.

The local manufacturers recognize a growing difficulty in competing with the machine-made cigar produced in the United States at a very low cost, and are seriously endeavoring to cut down local production costs.

ITALIAN TOBACCO MONOPOLY DISAPPROVES OF CHEWING GUM AS A REMEDY AGAINST THE USE OF TOBACCO

The Italian Administration of Monopolies (L'Amministrazione delle Privative) is concerned over the spreading use of chewing gum sold by automatic machines and advertised as a remedy against smoking, according to information received from American Vice Consul William Oscar Jones and released by the Tobacco Section of the Department of Commerce. The Consul quotes *Il Tobacco* of February 15, 1928, and states further that monopoly tobacco shops have been warned to discontinue the sale of chewing gum on penalty of forfeiting their permit. Similar action will be taken against bars which are authorized to sell tobacco, but the principal outlet for the sale of chewing gum to the adult trade is through the medium of tobacco stores controlled by the monopoly. The Italian monopoly has been using Italian-grown tobacco in the manufacture of its products only a short while.

FATHER'S DAY, JUNE 17, 1928. "REMEMBER DAD—HE SMOKES"

CIGARETTE COMPANIES TO SPEND $66,000,000 FOR ADVERTISING

ACCORDING to the *Wall Street Journal,* the four leading cigarette concerns in this country will spend approximately $66,000,000 during 1928 in advertising their brands.

The R. J. Reynolds Tobacco Company, Liggett & Myers Tobacco Company and the the American Tobacco Company will spend $20,000,000 each, while the P. Lorillard Company is expected to spend $6,000,000 or more.

According to statistics, the "Camel" brand of the R. J. Reynolds Tobacco Company is the leader in the field, with "Chesterfield" of the Liggett & Myers Tobacco Company in second place, and "Lucky Strike" of the American Tobacco Company in third place. Sales of "Lucky Strike" cigarettes increased 40 per cent. last year over the previous year.

"Old Gold," the newcomer in the field, and the product of the P. Lorillard Company, is accorded fourth place.

Newspapers are used mainly for the advertising of these brands, with magazines and billboards as supplemental mediums, with the American Tobacco Company using space in 1400 newspapers throughout the country.

Cigar companies are beginning to follow the lead of the cigarette advertisers and are using more and more newspaper space in an effort to increase the sales of their brands, which will no doubt have a good effect if persevered in.

GENERAL CIGAR DIVIDEND

The Board of Directors of the General Cigar Company, Incorporated, at their meeting on April 3rd, declared a quarterly dividend of $1 on the common stock of the company of no par value. Dividend is payable May 1st to stockholders of record at the close of business April 16th.

NEW YORK LEAF BOARD OFFICERS

(*Continued from Page 5*)

tive Committee, our stewardship during the past year has carried out your wishes.

"May I particularly express a special word of thanks to Mr. Percival R. Lowe, Jr., who, as our secretary and treasurer, has given this combined office his most meticulous attention and untiring thought.

"On behalf of the Executive Committee may I most sincerely assure you of our appreciation of your helpfulness and courtesies extended during the past year. Respectfully submitted, Howard S. Cullman, president, New York Leaf Tobacco Board of Trade.
"April 10, 1928."

After the president's address and the disposal of other important business which came before the meeting the present officers of the Board were nominated for re-election and were duly elected unanimously. They are: Howard S. Cullman, president; Henry Fisher, vice president, and Percival Lowe, Jr., secretary and treasurer. The executive committee consists of the above officers and Nathan Bijur, Howard Friend, Moritz Neuberger, Henry Oppenheimer, William Singer, and Jerome Waller.

FATHER'S DAY, JUNE 17, 1928. "REMEMBER DAD—HE SMOKES"

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO VERY MILD CIGARS

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

made good

LA PALINA
CIGAR

REVENUE BILL

(*Continued from page 4*)

The House Bill further provides for increasing the present $2000 exemption for corporations having a net annual income of not over $25,000 to $3000.

The Secretary of the Treasury approves this provision.

INDIVIDUALS:

The House Bill makes no change whatever in the rates (normal or surtaxes) of individual income tax, the exemptions for dependents, or in the earned income tax provision.

The Secretary of the Treasury recommends a downward revision of the rates of tax applicable to the so-called intermediate surtax brackets.

Estate Taxes

The House Bill retains the estate tax. The Secretary of the Treasury strongly recommends its repeal.

Taxes Repealed or Reduced by the House Bill

ADMISSIONS: The House Bill retained the 10 per cent. tax on admissions to amusements. However, the tax exemption on such tickets fixed in the present law at 75 cents, has been increased to $1. In addition, the tax on fight tickets selling above $5 is made 25 per cent.

The Secretary of the Treasury approves these changes.

CLUB DUES: The House Bill cuts in half the present tax on club dues, reducing the same from 10 to 5 per cent.

The Secretary of the Treasury does not include this change in his list of recommendations.

AUTOMOBILES: The House Bill completely repeals the current 3 per cent. tax on automobiles.

The Secretary of the Treasury strongly recommends that this tax be retained.

CEREAL BEVERAGES: The House Bill repeals the existing tax of one-tenth of 1 cent per gallon on cereal beverages.

The Secretary of the Treasury approves of the repeal of this tax.

STOCK SALES: The House Bill cuts in half the existing stamp tax on capital stock sales or transfers, the new rate being 1 cent per $100 of face value or fraction thereof, in place of the present rate of 2 cents per $100.

The Secretary of the Treasury does not include this change in his list of recommendations.

PRODUCE SALES: The House Bill repeals the present stamp tax of 1 cent per $100 or fraction thereof on sales of produce on exchanges.

The Secretary of the Treasury does not include this change in his list of recommendations.

WINES: The House Bill reduces the tax on wines to the pre-war rate.

The Secretary of the Treasury approves of this change.

Miscellaneous

The following are some of the additional provisions in the bill as passed by the House:

TAX ON ACCUMULATED SURPLUSES:

The 50 per cent. tax on surpluses accumulated by corporations in order to evade surtaxes, provided for in Section 220 of the old law, has been reduced to 25 per cent. Under the new bill, corporations retaining more than 60 per cent. of their income must file statements containing detailed reasons for keeping such surplus, etc.

The accumulation of a surplus beyond the reasonable needs of the business shall be prima facie evidence of the purpose to evade the surtax. The same presumption applies as against mere holding or investment companies.

Corporations whose income to the extent of 80 per cent. or more is derived from rents, royalties, dividends, interest, etc., or from the sale of securities, and 80 per cent. or more of whose voting stock are controlled by not more than ten individuals, are termed "Personal Holding Companies." It is provided that if such company permits its undistributed profits to exceed 30 per cent. of its income, it must pay an additional tax of 25 per cent. of the undistributed profits.

Reopening of Tax Decisions Barred

The new bill carries an amendment which in effect would bar the Government or a taxpayer from reopening a tax case once settled.

Further Developments to Be Reported

Further advices regarding developments of importance in connection with this new tax measure will, of course, be issued from time to time.

TOBACCO MERCHANTS ASSOCIATION OF THE UNITED STATES.

SAMUEL GILBERT JOINS SCHWARTZ COMPANY

SAMUEL T. GILBERT, former president of the Webster Cigar Company and also Otto Eisenlohr & Brothers, has been elected chairman of the Board of Directors of the Bernard Schwartz Cigar Corporation, of Detroit, manufacturers of the well-known "R. G. Dun" cigar.

Mr. Gilbert resigned from the Webster Cigar Company and Otto Eisenlohr & Brothers some time ago and negotiations have been under way by the Schwartz Company for some time in an effort to obtain the services of Mr. Gilbert for their firm, and last week these negotiations were completed with his election as chairman of the board and general manager of the company.

The other officers of the firm are: Norman Schwartz, president; Theodore Schwartz, vice-president, and R. O. Brandenburg, secretary and treasurer.

Mr. Gilbert is famous throughout the cigar industry as an organizer and promoter of cigar brands, and it is anticipated that an expansion of the "R. G. Dun" brand will very soon be accomplished.

Mr. Gilbert sailed for Europe on Saturday.

VENDING MACHINE NOW SAYS "THANK YOU"

The vending machine recently installed by the United Cigar Stores Company in their store at 32nd Street and Broadway, New York City, has been equipped with a voice.

While the voice is not quite so pleasing as that of a human salesman, it seems to answer the purpose fairly well. After the purchaser has received his cigarettes, the machine says "Thank you" and repeats the slogan of the particular brand purchased.

In fact, as one person put it, the machine now does everything that the clerk did except slap you on the back and ask you how your family is.

FATHER'S DAY, JUNE 17, 1928. "REMEMBER DAD—HE SMOKES"

PEABODY CO. TAKES OVER LA PRUEBA LINE FOR ENTIRE UNITED STATES

Henry W. Peabody & Company, Export and Import merchants, announce that due to the unusual success of their San Francisco office with the La Prueba line of Manila cigars in the Western States, that they have just completed arrangements to represent the La Prueba factory throughout the entire country.

Mr. H. Mueller, who has been identified with the La Prueba line since 1909 has now joined their cigar department and plans to increase the business on this line by the closest co-operation with the distributors of the La Prueba line.

The brands of the La Prueba factory include "Foremost," "Attona," "Oversea Handmade," "Corregidora," and "Luis Espoy," and these brands are well known in this country.

The Peabody Company has taken over the spot stocks now in New York as well as all goods afloat, and are therefore in a good position to take care of all immediate needs, and also future business.

ASSOCIATION KILLS SURETY BOND

(*Continued from Page 4*)

"On wrapper tobacco we are still paying higher duties than before the war and any extra burden put on the manufacturers of cigars and the final consumer is a great hardship. Under the present law we do not see how the government can suffer because whenever tobacco is withdrawn the government gets cash and before the three years expire, during which time the tobacco may remain 'in bond,' the dealer or manufacturer is sure to export the tobacco, which is his privilege, rather than pay duty if the tobacco is not to be consumed. When shipments arrive, a bond is given by responsible merchants, or their representative custom house broker, and when the broker signs this bond he is doing it for a responsible importer.

"The cigar manufacturing industry is unfortunately one of the industries that has not made any progress since 1900; in fact, is a smaller industry than it was 28 years ago. Any added unnecessary regulation is a hardship, and we would earnestly protest against this change, and ask you to do all in your power to prevent this kind of a burden being put on the industry.

"Very truly yours,
"NATHAN I. BIJUR,
"President, National Cigar Leaf Tobacco Association."

W. L. Crounse, Washington representative of the National Cigar Leaf Tobacco Association, also conferred with Mr. Camp on the proposed amendment and reported that he believed that the prompt action taken by the New York Leaf Tobacco Board of Trade and The National Cigar Leaf Tobacco Association, in bringing the facts, and their protests, before Mr. Camp would result in the amendment being defeated.

It is estimated that the amendment would have cost the importers approximately $500,000 a year, and in view of the small losses incurred by the government through these importations it was felt by Mr. Camp that this extra burden was not justified.

FATHER'S DAY, JUNE 17, 1928. "REMEMBER DAD—HE SMOKES"

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

JOBBERS WANTED

A REPRESENTATIVE ENGLISH TOBACCO HOUSE—Established over 150 years. Purveyors to the King of Norway, The British House of Lords, etc.; specialising in high grade brands of English tobaccos, would welcome enquiries from jobbers, retailers and other in the U. S. A., willing to take up and push their proprietary brands. Please address replies to R. & J. Hill, Ltd., The Spinet House, 175 Shoreditch High Street, London, England.

CIGAR JOBBERS WANTED IN NEW JERSEY AND WEST VIRGINIA on five-cent and ten-cent and up quality brands. Cigar manufacturers since 1892. For information write Box No. 520, care of "The Tobacco World."

FOR SALE

BUSINESS IS BUSINESS, BUT IT IS SURELY WORTH while to try once a foreign Unexcelled cigar tobacco, through which others have gained large fortunes. You will easily be convinced of the advantages by knowing quality and prices. I am ready to give full particulars, and if interested address at once "Old Truth," Box 516, care of "The Tobacco World."

1918-19-20-22 SOUTHERN WISCONSIN GROWN SPANISH Leaf Tobacco—188 cases, approximately 300 pounds each. For sale by L. G. Anderson, 2127 Iowa Street, Chicago, Ill.

The Tobacco World

Established 1881

VOLUME 48 APRIL 15, 1928 No. 8

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

HERMAN STEARN:—45,186. For cigars. March 26, 1928. The Stearn Co., New York, N. Y.

SHEARER:—45,194. For all tobacco products. March 31, 1928. Shearer & Co., Windsor, Pa.

MILWAUKEE SOCIETY:—45,195. For cigars. March 31, 1928. A. Maruszewski, of Milwaukee, Wis.

HOLE-IN-ONE-GOLF CIGARETTES:—45,196. For cigarettes only. March 9, 1928. Batt Brothers, New York, N. Y. (By consent of Fred E. Druck & Co., of Dallastown, Pa.

DINGMAN'S CALIFORNIA NATURALS:—45,198. For cigars. March 19, 1928. Dingman Cigar Co., of San Francisco, Cal.

CONDOR:—45,199. For all tobacco products. February 27, 1928. De Nobili Cigar Co., Long Island City, N. Y.

TRANSFERS

MIDLAND:—15,946 (National Registration Bureau of Milwaukee). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered February 12, 1909, by The Harkert Cigar Co., of Davenport, Iowa. Transferred to Otto Zabel, of Davenport, Iowa, February 7, 1928.

KENTUCKY'S BEST HOME SPUN TWIST:—45,187. For smoking, chewing, twist tobacco, cigars and cigarettes. Registered March 22, 1928, by The E. O. Eshelby Tobacco Co., of Covington, Ky. (This certificate is issued upon presentation made to us that the trade-mark or trade name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been acquired by the registrant by a transfer, from the Penn Tobacco Co., Wilkes-Barre, Pa., on March 19, 1928, the Penn Tobacco Co. having purchased same from The Lovell & Buffington Tobacco Co., of Covington, Ky.)

BOOKER'S KENTUCKY BURLEY TWIST:—45,188. For smoking, chewing, twist tobacco, cigars and cigarettes. Registered March 22, 1928, by The E. O. Eshelby Tobacco Co., of Covington, Ky. (This certificate is issued upon presentation made to us that the trade-mark or trade name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been acquired by the registrant by a transfer from The Penn Tobacco Co., of Wilkes-Barre, Pa., on March 19, 1928. The Penn Tobacco Co. having purchased same from The Lovell & Buffington Tobacco Co., of Covington, Ky.

LOVELL'S EXTRA TWIST:—45,189. For smoking, chewing, twist tobacco, cigars and cigarettes. Registered March 22, 1928, by The E. O. Eshelby Tobacco Co., Covington, Ky. (This certificate is issued upon presentation made to us that the trade-mark or trade name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been acquired by the registrant by a transfer from The Penn Tobacco Co., of Wilkes-Barre, Pa., on March 19, 1928. The Penn Tobacco Co. having purchased same from The Lovell & Buffington Tobacco Co., of Covington, Ky.)

LADY CAMILLE:—25,206 (Trade-Mark Record). For cigars. Registered August 19, 1901, by O. L. Schwencke, New York, N. Y. Transferred by The Moehle Litho. Co., Inc., Brooklyn, N. Y., successor to the registrant to Kreye Brothers, of Chicago, Ill., and retransferred to John Misiowiec, Chicago, Ill., on March 16, 1928.

READO:—44,282 (T. M. A.). For cigars, cigarettes, cheroots and tobacco. Registered July 11, 1925, by Joseph Rademacher, of Los Angeles, Cal. Transferred to S. Milach, of Los Angeles, Cal., on May 17, 1926.

DON GARCIA:—12,070 (Trade-Mark Record). For cigars. Registered September 12, 1892, by George S. Harris & Sons, of Philadelphia, Pa. Through mesne transfers acquired by William F. Allen, of Providence, R. I., and re-transferred to William F. Allen Cigar Shop, Lillian I. Allen, Prop., of Providence, R. I., on December 3, 1926.

LOVITA:—17,129 (Patent Office). For cigars. Registered July 22, 1913, by D. J. Borum & Bro., Milwaukee, Wis. Through mesne transfers acquired by D. Kurman Co., of Milwaukee, Wis., and retransferred to Michigan Fair Co., of Milwaukee, Wis., on March 24, 1928.

CORRECTED PUBLICATIONS

OLD CONNECTICUT BROADLEAF:—45,137. For chewing and smoking tobacco only. Registered December 14, 1927, by James C. Terrett, of Westfield, Mass.

OLD CONN BROADLEAF:—45,138. For chewing and smoking tobacco only. December 3, 1927, by James C. Terrett, of Westfield, Mass.

RENEWAL REGISTRATIONS

BREWSTER:—45,193. For cigars. Registered by S. S. Pierce Co., of Boston, Mass., on March 30, 1928. (Originally registered by Cobb, Bates & Yerxa, of Boston, Mass., predecessors to the registrant, on August 18, 1892.)

"THREE KINGS" NEW CIGARETTE

(Continued from page 3)

The "Three Castles" brand will be continued by the Union Company, but only in the plain tip cigarettes.

One advantage to the Union Company in bringing out the "Three Kings" is that they may be distributed throughout the world, if the Union Company so desires, while the "Three Castles" brand is the property of an English Company and the Union Company is only authorized to manufacture them for distribution in the United States.

The price of the "Three Kings" is the same as for the "Three Castles", fifteen cents for one package, or two for a quarter.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of THE TOBACCO WORLD, Published Semi-Monthly at Philadelphia, Penna., April 1, 1928.

State of Pennsylvania, } ss.
County of Philadelphia, }

Before me, a Notary Public in and for the State and County aforesaid, personally appeared Gerald B. Hankins, who, having been duly sworn according to law, deposes and says that he is the business manager of THE TOBACCO WORLD, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations.

1. That the names and address of the publisher, editor, managing editor and business manager are:

Publisher—The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.

Editor—Hobart B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

Managing Editor—None.

Business Manager—Gerald B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

2. That the owner is: The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.—Hobart B. Hankins, 236 Chestnut Street, Philadelphia.

3. That the known bondholders, mortgagees and other security holders owning or holding one per cent. or more of the total amount of bonds, mortgages or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stocks, bonds or other securities than as so stated by him.

GERALD B. HANKINS,
Business Manager.

Sworn to and subscribed before me this 31st day of March, 1928.

W. KING ALLEN,
Notary Public.
My commission expires January 17, 1929.

BUYERS' GUIDE

CIGAR BOXES

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MANUFACTURERS OF
CEDAR SAW
HIGH GRADE CIGAR BOXES
AND PLANING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
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ESTABLISHED 1875.
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Strong, Salt, Sweet and Plain Scotchs
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SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

MANILA CIGAR DIRECTORY

For further information apply

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LA EMPERATRIZ
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Brands
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FLOR DE LUZON
Agent, EDWARD JEUTHER
Successor, H. OTTENBERG
146 Front Street, New York

LA CONCHITA
Factory No. A-4-451
Brand
LA CONCHITA
931 Juan Luna, Manila, P. I.

LA LUNETA
Factory No. A-4-484
Brands
VAMP COLON LA FRANCES
LA LUNETA MARCELLA
Owners, PHILIPPINE TOBACCO CO.
253 Broadway, New York

PERLA DE FILIPINAS
Factory No. A-4-516
Brands
KELLY'S IMPORTED H. R. K.
MANILA DE LUXE LA MESA
IMPORTED GEORGE IV
LA PERLA DE FILIPINAS
NON PLUS ULTRA
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Brands
ENTONA EL PRESO
Agent, COHN BROS. CIGAR CO.
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MERITAS
Factory No. A-4-647
Brand
MERITAS
Agent, MERITAS COMMERCIAL CO.
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874 Walnut Street, Alameda, Calif.

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Factory No. A-4-649
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REYNALDO AMORIFE
KNOWLEDGE
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413 E. 34th Street, New York

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Brand
LA COMMERCIAL
Malabon, Rizal, P. I.

LA MINERVA
Factory No. A-4-42
Brands
LA MINERVA LA ATHENA
REPUTACION FIDELIS
WATT & CO. FLOR DE CAWAYAN
Agent, E. M. ELAM
304 Santa Marina Building, San Francisco

LA PRUEBA
Factory No. A-4-87
Brand
LA PRUEBA
Western Agent, HENRY W. PEABODY & CO.
64 Pine Street, San Francisco

LA PRUEBA
Factory No. A-4-87
Brands
LA PRUEBA FOREMOST
LA CORREGIDORA ATTONA
Eastern Agent, HENRY W. PEABODY & CO.
17 State Street, New York

LA INSULAR
Factory No. A-4-3
Brand
PONGEE
Agent, M. F. D. SCANLAN
Wayne, Pa.

LA FLOR DE INTAL
Factory No. A-4-193
Prands
MAGALLANES PUNTACIMA
LA UNION EL TAMARANDA
In the United States
FLOR DE INTAL
East of the Mississippi River
Eastern Agent, SIDNEY J. FREEMAN & SONS
73 Warren Street, New York

LA FLOR DE INTAL
Factory No. A-4-193
Brand
LA FLOR DE INTAL
Western Agent, HENRY W. PEABODY & CO.
64 Pine Street, San Francisco

KATUBUSAN
Factory No. A-4-297
Brand
KATUBUSAN
501 Claval, Manila, P. I.

LA YEBANA
Factory No. A-4-331
Brands
LA YEBANA
Agent, G. Barretto,
163 Second Street, San Francisco

LA YEBANA
Factory No. A-4-331
Brands
CRANES IMPORTED
MANILA BLUNTS
MANILA STUBS
Agent, HOUSE OF CRANE
Indianapolis, Indiana

LA GERMINAL
Factcry No. A-4-1.
Brands
GERMINAL LOS ANGELES
Agent, WOOLLEY & CO., INC.
1113 Third Ave., Seattle

LA FLOR DE ISABELA
Factory No. A-4-2
Brands
ISABELA NEVANDA
Western Territory, J. B. HAVRE & CO.
200 Bush Street, San Francisco

LA FLOR DE ISABELA
Factory No. A-4-2
Brand
ISABELA
Eastern Territory, CA. GRAL DE TABACOS
DE FILIPINAS
80 Wall Street, New York

LA INSULAR
Factory No. A-4-3
Brand
LA INSULAR
U. S. Branch Office, G. BARRETTO,
163 Second Street, San Francisco

LA ALHAMBRA
Factory No. A-4-5
Brand
ALHAMBRA
Agent, H. L. JUDELL & CO.
334 Sacramento Street, San Francisco

LA PAZ Y BUEN VIAJE
Factory No. A-4-6
Brands
BOLANO C. G. PAQUITA
Agent, LYON, COWDREY & WILSON
17 Battery Place, New York

EL ORIENTE
Factory No. A-4-7
Brand
FIGHTING BOB
Western Agent, H. L. JUDELL & CO.
334 Sacramento Street, San Francisco

EL ORIENTE
Factory No. A-4-7
Brands
FIGHTING BOB
CLAY MONTAGUE
Eastern Agent, LYON, COWDREY & WILSON
17 Battery Place, New York

LA MARIA CRISTINA
Factory No. A-4-20
Brands
MARIA CRISTINA AMIRALA
LA CALIDAD LA MEROLA
MANILA PLANTERS
Agent, HENRY W. PEABODY & CO.
17 State Street, New York
64 Pine Street, San Francisco

MANILA CIGARS ARE HAND MADE, LONG FILLED

Philippine Tobacco is Mild and Burns Perfectly

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VOLUME 48 No. 9

THE TOBACCO WORLD

JUST AS GOOD, AT ANY TIME

The true test of a good cigar is in its All-Day satisfaction. Give a man a cigar that he can smoke after his meals, at his work or during leisure hours without its imparting a sense of heaviness or slight dizziness, and you have a perfectly satisfied consumer.

Mildness is your answer. This fact has been established by manufacturers who have achieved a remarkable success with the use of Porto Rican tobacco, either entirely or as part of the blend, for their cigars.

Through modern methods of harvesting, Porto Rico produces leaf of unquestioned quality. Free-burning, from a soil lacking chlorines, aromatic yet with a definite character, and mild to satisfaction, this duty-free tobacco solves your problem by permitting you to meet the prevalent public taste for a good mild cigar at a moderate price.

The Government of Porto Rico, as a protection for all buyers of its genuine native tobacco, requires that a Guarantee Stamp be affixed to all tobacco or tobacco products originating in Porto Rico. Look for these stamps in all your purchases.

Write for booklet containing full information on Porto Rican tobacco. Address your requests to

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
1457 Broadway M. T. SALDANA, Agent New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

HAVE YOUR CIGARS A QUALITY BACKGROUND?

Jewelers find that even diamonds sell better on a beautiful background. The same is true of cigars. They, too, sell better if given a quality background.

Wooden Boxes increase the saleability of cigars by providing a quality setting, and permitting the most beautiful and attractive effects with printing or lithography.

Packed in wood, they're bound to be good. That's the impression right down the line - with the jobber, retailer and consumer.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

Volume 48

THE TOBACCO WORLD

Number 9

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year | PHILADELPHIA, MAY 1, 1928 | Foreign $3.50

CUT IN WHOLESALE PRICE OF CIGARETTES AFFECTS STOCKS OF TOBACCO COMPANIES

ON Monday of last week the wholesale price of cigarettes to dealers was reduced from $6.40 a thousand to $6 by three of the largest tobacco companies and an immediate effect was seen in the stock market when large blocks of the shares of these companies were thrown on the market and prices on these stocks fell from $3 to $12 a share.

Reynolds Tobacco Company B stock declined $3 a share, and American Tobacco Company A dropped $9, while American Tobacco B declined $12. Liggett & Myers Tobacco Company B declined $9.75 a share and P Lorillard Company stock dropped off $6.75.

The reduction in price by the manufacturers was said to have been made possible by increased production, the monthly cigarette output having shown a steady increase since 1921.

George W. Hill, president of the American Tobacco Company, stated that despite the reduction in price, his company would probably show a greater profit this year on account of greater sales volume. He warned, however, that a curtailment of "Exceedingly lavish advertising expenditures" by the larger companies might be expected.

Mr. Hill also remarked, "It is a fact that the history of the business shows that all previous reductions in the price of cigarettes, so far as I know, have led to a large increase in the volume, and so has rebounded ultimately to the benefit of the manufacturer. While he has made less on his turnover, the increase has in each case been so large as to increase his profit. It may well be that this will be the effect of the present price reduction."

According to the report of the Internal Revenue Department at Washington cigarette production in March, 1928, was 8,470,466,373 as compared with 8,026,095,850 in March, 1927, a gain of 5.54 per cent. March, 1928, is said to be the fortieth consecutive month to show a gain.

Production of cigarettes for the year 1927 was 97,000,000,000, the largest in history, and 8.5 per cent. more than for 1926. Exports, however, showed a decrease of 20 per cent. due largely to internal conditions in China, the largest buyer.

Another factor entering into the reduction was seen in increased sales of cigarettes at reduced prices by chain grocery stores, which has cut sharply into the sales of tobacco stores at regular prices.

WM. A. BEST RECOVERS HEALTH

William A. Best, vice-president of the General Cigar Company, has returned to his desk after several weeks absence. Mr. Best has been on a western trip following a period of ill health, and has returned fully recovered.

FREEMAN REPORTS PROGRESS OF FATHER'S DAY MOVEMENT

THE advertising material for the 1928 Father's Day Campaign has already been sent to many manufacturers and jobbers, who were "early birds" in placing their orders for Posters, Inserts and Stickers.

Up to the present time, practically half our quota of Father's Day material has been sold. It is therefore urged upon the trade in general, that they send their orders now for the Father's Day Posters, Inserts and Stickers to the Father's Day Committee, E. M. Freeman, Director, 73 Warren Street, New York City, New York. All orders received, will be taken care of and shipment will be made immediately.

Many manufacturers and large chain store dealers throughout the entire country will have publicity write-ups about Father's Day in their various advertising.

Among those who have thus far placed their orders are the following:

E. Regensburg & Sons, New York City.
Bayuk Cigars, Incorporated, Philadelphia, Pa.
General Cigar Company, New York City.
Julius Klorfein, New York City.
Harry Blum, New York City.
A. Schulte, Incorporated, New York City.
Corral, Wodiska y Ca., Tampa, Fla.
Schwarz & Sons, Newark, N. J.
Waitt & Bond, Incorporated, Newark, N. J.
R. G. Sullivan, Incorporated, Manchester, N. H.
E. P. Cordero & Company, New York City.
Congress Cigar Company, Philadelphia, Pa.
D. Emil Klein Company, Incorporated, New York City.
American Cigar Company, New York City.
B. Wasserman Company, New York City.
Health Cigar Company, New York City.
Sidney J. Freeman & Sons, New York City.
Keilson Cigar Company, Cincinnati, Ohio.
Jersey City Tobacco Company, Jersey City, N. J.
Minneapolis Drug Company, Minneapolis, Minn.
Pepperberg Cigar Company, Lincoln, Nebr.
Michael Ibold, Incorporated, Cincinnati, Ohio.

The following have been added to the New Jersey State Committee under the leadership of Jack A. Martin, State Chairman:

Benjamin H. Schimel
H. Friederberg
Samuel Heller
Jules Sobel
Harry Sternberg

(Continued on Page 5)

PRICE OF "OLD GOLDS" REDUCED

FOLLOWING the cut in the jobbing price of cigarettes by the larger cigarette manufacturing companies last week, the P. Lorillard Company sent the following letter to the trade under date of April 25th, announcing a reduction in the price of "Old Gold":

"*To Our Customers:*

"Effective at the close of business April 25, 1928, the price of 'Old Gold' 20s/200s and 50s/200s Flat Tins Cigarettes is changed to $6.10 per thousand, less 10% trade discount, less the usual 2% cash discount.

"Will you kindly report on the attached blank the exact quantity of 'Old Gold' Cigarettes on hand or in transit as of this date, signing your name thereto and upon receipt, credit memorandum will be mailed you covering the reduction in price. All reports of stock on hand bearing postmark of a later date than April 30, 1928, will not be honored.

"All unfilled orders now on hand for 'Old Gold' Cigarettes will be invoiced at the price mentioned herein.

"The establishment of 'Old Gold' Cigarettes at their present enormous volume in less than a year's time has not in our opinion been due to any unusual ability in marketing and advertising the brand. It has been made possible, in the face of the fiercest competition the industry has ever experienced, for one reason, and that is the superior and unusual quality of 'Old Gold' over all other cigarettes. The continued and future growth of 'Old Gold' Cigarettes will be predicated on the outstanding superior quality which finds its expression in a slogan known from Coast to Coast—SMOOTHER AND BETTER—'NOT A COUGH IN A CARLOAD.'

"All orders are subject to acceptance by our New York Office, and if accepted will be filled at prices ruling on day of shipment.

"No representative or employee of this Company has authority to change any circular, letter or price list issued by this Company.

"Respectfully,

"P. LORILLARD COMPANY, INCORPORATED."

AMERICAN TOBACCO DECLARES REGULAR DIVIDEND

The board of directors of The American Tobacco Company on Wednesday declared the regular quarterly dividend of $2 a share on both classes of the common stock of the company, payable June 1st to stockholders of record May 10th.

While no official comment accompanied the dividend action, declaration of the regular dividend payment at this time was construed as an indication that no loss in earning power was anticipated as a result of the recent cigarette price-cut by the company.

GENERAL ORDERS MORE MACHINES

The General Cigar Company has ordered thirty-two additional cigarmaking machines for installation in its new factory in Binghamton, N. Y., which is expected to be opened this week. One hundred machines have already been installed.

Last year the General Cigar Company produced 728,000,000 cigars but production so far this year has been below the same period of last year. With the opening of the new factory production of the company will be increased about 20 per cent.

UNIVERSAL TOBACCO MACHINE OFFERS GREATLY IMPROVED BUNCH-MAKING MACHINES

THE UNIVERSAL TOBACCO MACHINE COMPANY has recently sent to the cigar manufacturing trade an illustrated four-page folder of their three improved bunch machines, designed to produce bunches for all grades of cigars.

For more than a decade this firm has produced mechanical devices to facilitate the manufacture of cigars, and each year they have steadily improved the equipment offered.

Their persistent advertising for more than ten years, together with the tremendous amount of missionary work which this firm has contributed, has been an important factor in the rapid development of machine-made cigars.

The economy of machine manufacture is no longer a theory but an established fact, and due credit should be given the Universal Tobacco Machine Company not only for the development of important equipment which has made machine manufacturing methods possible, but for the great amount of educational work which they have done and from which all manufacturers of cigar-making machinery have derived a direct benefit.

This folder illustrates the Model S Universal, a long-filler bunch machine of the non-blending type; the Model L Universal, a scrap bunch machine, and the Model T Universal, a long-filler bunch machine of the blending type.

All three of these machines demonstrate important stock savings and labor-saving features, necessary factors in profitable cigar manufacturing today.

Those manufacturers who are not familiar with the economies of Universal equipment should write the Universal Tobacco Machine Company at 40 East Thirty-fourth Street, New York City.

RUMIDOR STOCK OFFERED

W. W. Snyder & Company are offering 8000 shares of common stock of the Rumidor Corporation, recently formed to take over the business of the Rumidor Company, Incorporated, and Rumidor Sales Company, Incorporated. The stock is offered at $18 a share. Proceeds from the sale of the stock will be used to finance production of large accumulated orders now on hand and to provide working capital to carry through an immediate program of expansion.

Capitalization of the new company will consist of 35,000 shares of no par value common stock, of which 30,000 will be outstanding after this offering is disposed of.

TOBACCO STOCKS DIMINISHING

According to the report of the Federal Reserve Bank, stocks of tobacco leaf and tobacco products in this district are becoming smaller. The prices of tobacco leaf are somewhat higher than a year ago, and cigarette prices are lower, following the reduction in prices by the four leading manufacturers last week. Prices of other tobacco products remain about the same as a year ago. Demand for leaf tobacco is fairly active.

VIVAUDOU EARNS $2.30 A SHARE

Net earnings of Vivaudou, Incorporated, a subsidiary of the Schulte interests, were equivalent to $2.30 a share on the common stock in 1928 against $3.35 a share in 1926.

A. B. NEWMAN & COMPANY GREETS ATLANTIC FLIERS

A. B. NEWMAN & COMPANY, importers and manufacturers of tobaccos and smokers' articles, of New York City, sent the following letter of greeting and congratulations to each of the three fliers who recently were successful in making an airplane flight westward over the Atlantic Ocean:

"Permit us, as representatives of the Batschari cigarette factory of Baden-Baden, the liberty of expressing an indirect greeting from Germany, with sincerest congratulations and admiration upon the successful flight of the 'Bremen,' so ably piloted by its masters, and the success in overcoming the hitherto insurmountable dangers of the East-West trans-Atlantic passage.

"The celebration, which awaits you here, will necessitate a long and, at times perhaps tiresome, program and the solace of a German cigarette will, no doubt, help to shorten any such tedious periods.

"The liberty is accordingly taken to submit a quantity of the celebrated 'Batschari Crown' cigarettes and, in behalf of the Batschari staff, as well as for ourselves, we join the world-wide jubilee in honor of the happy termination of the never-to-be-forgotten event.

"Faithfully yours,

"A. B. NEWMAN COMPANY."

WOOLFSON SUCCEEDS HI. HAMMER

Walter Woolfson, of Chicago, who has been covering the western territory under the direction of Hi. Hammer for Corral, Wodiska y Ca., on their "Bering" cigar, has been appointed to succeed Mr. Hammer, who recently resigned from that company, as general sales representative.

Although Mr. Woolfson has been associated with Corral, Wodiska y Ca. for little more than one year, he has been connected with the cigar industry for a period of twenty years, and is well known from the Atlantic to the Pacific coasts.

Mr. Woolfson enters on his new position immediately but will continue to maintain headquarters in Chicago.

MORTIMER DAVIS ESTATE $50,000,000

Sir Mortimer Davis, Canada tobacco king, who died at Cannes, France, a short time ago, left an estate that is valued at between $50,000,000 and $100,000,000.

The estate is left to the executors in trust, and is not to be disposed of for fifty years, because of the nature of many of the holdings, which are in stocks of companies which might be harmed if there were a premature sale of the shares.

Lady Davis, his widow, and his son, Mortimer B. Davis, Jr., will each enjoy one-half of the revenue of the estate.

AMERICAN SNUFF ANNUAL MEETING

The annual meeting of the stockholders of the American Snuff Company will be held on Tuesday, May 1st, at the principal offices of the company at 15 Exchange Place, Newark, N. J. Directors for the ensuing year will be elected and other business transacted.

YORK COUNTY ASSOCIATION TO ADVERTISE CIGARS

AT THE regular monthly meeting of the York County Cigar Manufacturers Association, held on April 9th, plans were discussed for the erection of billboards along the highway in York County for the purpose of advertising York County five-cent cigars.

A tentative sketch of the copy to be used was presented at the meeting but was not definitely adopted. The sketch included a map of York County with a picture of a heart in the center pierced by a cigar. On the heart the following inscription appears: "From the Heart Comes the Best Five-Cent Cigar." On the left side of the sign are the words: "You are now in York County, the World's Capital of the Five-Cent Cigar Industry." On the right side the words: "Ask Your Dealer for York County Five-Cent Cigars," and on the bottom of the sign the words: "York County Cigar Manufacturers Association."

The signboards will be twenty-five feet by twelve feet and the predominating colors will be red, white and blue.

NO DEPRESSION IN CIGARETTE INDUSTRY

W. F. Axton, of the Axton-Fisher Tobacco Company, of Louisville, Ky., manufacturers of "Spud" and "Clown" cigarettes, says: "The cigarette industry is depression-proof and it's all because women have taken to smoking them."

During the first two months of this year the consumption of cigarettes as indicated by withdrawals reported by the Bureau of Internal Revenue, increased by more than 2,333,000,000 as compared with the corresponding period of 1927. Should that rate of increase continue the rest of this year's consumption will reach 111,000,000,000 in 1928 as compared with 97,000,000,000 in 1927 and 87,000,000,000 in 1926.

SCHULCO COMPANY EARNINGS

Schulco Company, Incorporated, reports gross profit of $263,750 for the period from January 1 to March 1, 1928, and after first mortgage interest and depreciation, gross income available for interest on the guaranteed 6½ per cent. mortgage bonds of $125,115.

FATHER'S DAY MOVEMENT

(Continued from Page 3)

I. A. Bergman
Samuel Whitman
Jacob L. Schwarz
Nathan Carris.

Members of this State Committee are all members of Newark Branch No. 3 Tobacco Salesmen's Association.

Director E. M. Freeman left for a trip through the Middle West on Sunday, April 15th, where he will interview many manufacturers and jobbers on behalf of Father's Day as well as his own business, which is naturally vital for his existence.

Mannie Freeman, well-known among the trade, is very much interested in the sale of "Magallanes," and "La Flor de Intal" brands of Manila cigars as well as the "Sidsons Selected Smokers."

PHILADELPHIA.

BOWLING LEAGUE HOLDS BANQUET

A BANQUET was tendered the winning teams of the Philadelphia Cigar Industry Bowling League in the grill of the Rittenhouse Hotel, on Saturday evening, April 14th, thus winding up the season for the league.

T. Foley, president of the league, and a member of the "Three Brothers" team, was toastmaster, and acquitted himself in creditable fashion.

The Three Cup Trophy, donated by the Lesehey-Myers Cigar Box Company, and the Year Trophy, donated by the American Machine & Foundry Company, were presented by Elmer Hirst, of Bayuk Cigars, Incorporated, acting as chairman of the presentation committee, to R. E. Kerfoot, as captain of the winning "Cinco" team.

A. N. Hirst, captain of the "Philadelphia Hand Made" team, was presented with the second prize, a handsome cup donated by the American Lithographic Company.

Elmer K. Jarrett, vice-president of the Lesehey-Myers Cigar Box Company, was present and spoke on the benefits to be derived from such an organization as the Philadelphia Cigar Industry Bowling League in promoting good fellowship in the cigar industry.

B. W. Burnside, territorial manager of Bayuk Cigars, Incorporated, was also present and praised the splendid sportsmanship shown by the members of the league.

Mr. Dougherty, of the "Cinco" team, was the winner of the Individual High Score Prize, which was a handsome desk set. I. Carlson, of the "Harvester" team, was the winner of the Second Individual High Score Prize.

Members of the winning team, Kerfoot, Dougherty, Yeoman, Boyce, Christianson and Shermerdine, each received Clark lighters, which were donated by the Consolidated Lithographing Company.

CONGRESS NET $7.87 A SHARE

The annual report of the Congress Cigar Company for the year ending December 31, 1927, shows net profit for the year of $2,754,779 after depreciation, interest and Federal taxes, which is equivalent to $7.87 a share on the 350,000 shares of common of no par value outstanding. This compares with $6.11 a share for the year 1926. Surplus for the year, after dividends, was $1,179,779.

"OPTIMOS" OVERSOLD

YAHN & McDONNELL CIGARS, local distributors of "Optimo" cigars, report that sales of this brand have increased to such an extent in this territory so far this year that they have been forced to allot their shipments, and have been unable to fill orders completely for some time. This condition will be remedied, however, in the near future.

The "Blackstone" Cigar, distributed by Yahn & McDonnell, is also showing a fine increase in sales over the same period of last year, and Yahn & McDonnell report a 25 per cent. increase in their total volume of business this year as compared with the same period of 1927.

UNION BUYS BOSTONIA COMPANY

The Bostonia Cigar Company, manufacturers of the "Bostonia" cigar, popular in the New England territory, has been purchased by the Union Cigar Company and it is understood the brand in the future will be manufactured in the Otto Eisenlohr & Bros.' factories in this district. J. N. Finkelstein will remain in charge of the sale of this brand in the New England States.

"LA PALINA" BROADCAST CHANGED

The concert which is being broadcast by the Congress Cigar Company, and featuring Miss "La Palina," is now being broadcast on Sunday evenings at 9.30 and on Friday evenings at 10, Eastern Standard Time. The programs were formerly broadcast on Monday and Friday evenings. The Columbia Chain is being used, WCAU being the local station in that chain.

NEW "HELMAR" PACK HERE

The new packing of "Helmar" cigarettes has been placed in selected spots here to test the consumer acceptance of the new round shape in the cup package, and the entire city will be covered just as rapidly as production facilities permit. The "Helmar" brand is a P. Lorillard Company product.

BAYUK CIGAR EARNINGS

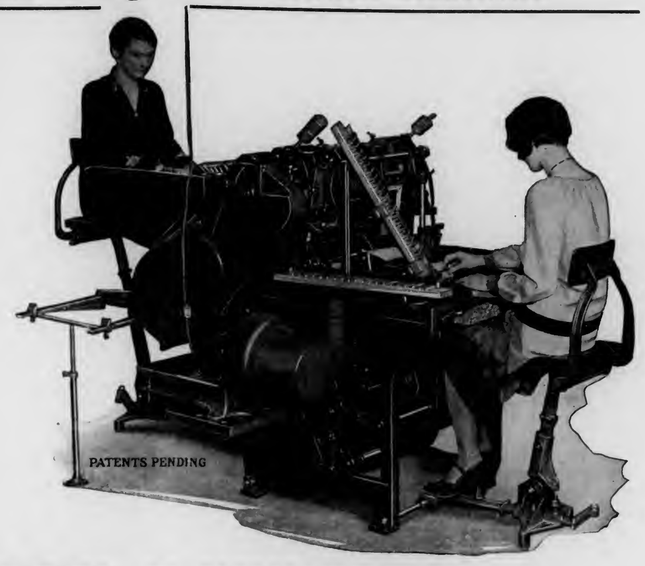
Total income of Bayuk Cigars, Incorporated, for the first quarter of 1928 was $271,813, as compared with $322,613 for the same quarter of last year.

A Remarkable Long Filler Bunch Machine

Improved!

With Three Important Stock and Cost Saving Features—

1. Suction Rolling Table with Individual, Direct-Connected, Motor-Driven Suction Fan;
2. Latest Type of Friction Clutch and Emergency Stop;
3. The Famous Alemite-Zerk System of Lubrication.



The **MODEL T UNIVERSAL**

Long Filler Bunch Machine

(Blending Type)

For High Grade Work

A REMARKABLY advantageous, new feature of the Model T Universal is that it is now being made with (or without) a Suction Rolling Table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder tightly against the rolling apron by suction, thereby assuring smoother and more-perfectly rolled bunches. It also *effects a saving of binders* because smaller binders can be used.

The Model T (Blending) Long Filler Bunch Machine is built with the latest type of friction clutch and emergency stop. This causes the machine to run more smoothly, and permits the stopping of the machine at any point in its operation. It also reduces the upkeep cost of the machine.

The Model T is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

Labor, Stock and Money-Saving Features

A—The suction rolling attachment assures smoother and more perfectly-rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of friction clutch and emergency stop makes the machine run more smoothly and permits the instantaneous stopping of the machine at any point. It also reduces the upkeep cost.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the fillers mechanically in exactly the same way as is done by hand; a few sprigs of fillers being intermittently added until the bunch is built up to the proper size and condition.

F—Two or more kinds of filler can be blended on this machine in any proportions desired.

G—Any size or shape of bunch, and both right and left-hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators, it produces 450 to 500 uniform, spongy, free-smoking, blended bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of fillers.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction; easy to operate and handle; requires no expert mechanical attention.

Write for Illustrated Price Folder and complete Model T information

The price of the Model T Universal equipped with Two Folding Chairs, Individual Drive Equipment and ¼ H. P. Motor is

$1750

Convenient Time Payment Terms

With Suction Rolling Table $50 extra
With Individual, direct-connected motor driven Suction Fan $75 extra
Prices F. O. B. Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

SEATTLE BARS VENDING MACHINES

The City Council, of Seattle, Wash., has become alarmed over the increasing use of the vending machine for the sale of cigarettes, and on April 2d passed the following drastic ordinance, which positively forbids their use within that city:

"An Ordinance relating to automatic vending machines and prohibiting the vending or sale of cigarettes, cigars or tobacco by the use of such vending machines, providing penalties for violation and declaring an emergency.

Be it Ordained by the City of Seattle as follows:

Section 1. It shall be unlawful for any person, firm, company, corporation or other agency to vend or sell cigarettes, cigars or tobacco by the use of an automatic vending machine, or to set up or install any such machine with intent to vend or sell cigarettes; cigars or tobacco by such method.

Section 2. Any person, firm, company, corporation or other agency violating the provisions of Section 1 hereof, shall upon conviction, be fined in any sum not exceeding Three hundred dollars ($300), or imprisonment in the city jail for a term not exceeding ninety (90) days, or may be both fined and imprisoned.

Section 3. Whereas, the vending or selling of cigarettes, cigars or tobacco by the use of automatic vending machines would permit minor children to procure such products at will, the sale or giving away of which to minor children is prohibited by law, and as a number of such vending machines have already been installed in the City of Seattle, thereby creating a nuisance which should be abated at the earliest possible date in the interest of the welfare, good morals and health of the children of the city, an emergency is declared to exist, wherein it is necessary for the immediate preservation of the public peace, health and safety that this ordinance become effective without delay, therefore.

Section 4. By reason of the facts set forth in this ordinance an emergency is declared to exist, therefore this ordinance shall take effect and be in force from and after its approval by the Mayor; if not so approved it shall take effect and become a law at the time and in the same manner provided for non-emergency ordinances under the provisions of the City Charter.

Passed the City Council the second day of April, 1928, and signed by me in open session in authentication of its passage this second day of April, 1928.

JOHN E. CARROLL,
President of the City Council.

Filed by me this sixth day of April, 1928.

H. W. CARROLL,
City Comptroller and ex-officio City Clerk.

Approved by me this sixth day of April, 1928.

BERTHA K. LANDES, *Mayor.*"

TOBACCO ASSOCIATION CONVENTION IN JUNE

The annual convention of the Tobacco Association of the United States will be held on June 27th, 28th and 29th, at Old Point Comfort, Va. Headquarters of the convention will be at the new Chamberlain-Vanderbilt Hotel there.

The new Chamberlain-Vanderbilt Hotel is rapidly nearing completion and takes the place of the famous old Chamberlain House, destroyed by fire some time ago, and in which the Tobacco Association held its conventions for a number of years. The new hotel occupies the old site, fronting on Hampton Roads, and no expense is being spared to make it one of the finest resort hotels in America.

LANG HEADS NEW WESTERN JOBBERS MERGER

THE recent merger of wholesale grocery and tobacco firms in Portland, Ore., comprising Mason, Ehrman & Company, Allen & Lewis, and Lang and Company, has been completed and officers and directors have been elected as follows:

I. Lang, president; L. A. Lewis, Will H. Ehrman, L. Lang and Frank A. Spencer, vice-presidents; S. Mason Ehrman, treasurer, and Henry Lang, secretary. Frank A. Spencer is general manager, in addition to being a vice-president, and Will H. Ehrman is assistant general manager in addition to being vice-president.

The board of directors is composed of Edward Ehrman, chairman; Will H. Ehrman, S. Mason Ehrman, L. A. Lewis, C. Hunt Lewis, Frank A. Spencer, I. Lang, Louis Lang and Henry Lang.

The Executive Committee is composed of Edward Ehrman, I. Lang and Frank A. Spencer.

The new company will be known as the General Grocery Company, with a capitalization of $3,000,000. There will be $2,000,000 of preferred stock and $1,000,000 of common stock, none of which will be available to the public.

The General Grocery Company has announced that they have bought the wholesale grocery business of T. W. Jenkins & Company, and, for the present, the business will be continued.

The General Grocery Company plans to organize subsidiary companies under the same name in California, Idaho, Utah, Montana and Washington.

SCHULTE TO OPEN 40 NEW STORES

According to an announcement by David A. Schulte, president of the Schulte Retail Stores Corporation, they contemplate the opening of forty new stores throughout the country during the current year.

"Business is good and there is every reason to believe that it will continue and increase during the remainder of the present year," said Mr. Schulte. He believes public buying power to be on the increase and fundamental business conditions to be sound."

Sales during the first quarter of this year show a 10 per cent. increase over the corresponding period of a year ago.

At the annual meeting of the Schulte Retail Stores Corporation, held last week, Arthur D. Schulte was elected an additional director and all retiring directors were re-elected.

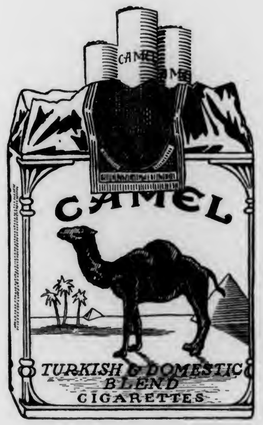
TRIED TO LIGHT A CIGAR WITH A RADIUM WATCH

We have heard of men doing a good many queer things in these Volstead days but here is an entirely new one:

Some time ago a gentleman slightly under the influence of some liquid that must have assayed more than the regulation "one-half of one per cent.", came into the United agency of Leo E. Murphy at Eveleth, Minnesota, and bought a radium dial watch. A short time later he returned to Mr. Murphy's store with an added cargo of the same fluid aboard and demanded his money back. Mr. Murphy examined the chronometer and finding it to be ticking right on schedule and otherwise perfectly OK, asked the gentleman just what was wrong with the timepiece.

"Well," returned the anti-Volstead man, "I've tried to light my cigar with the d— contraption four times and it just won't work.—*United Shield.*

If you smoke for pleasure



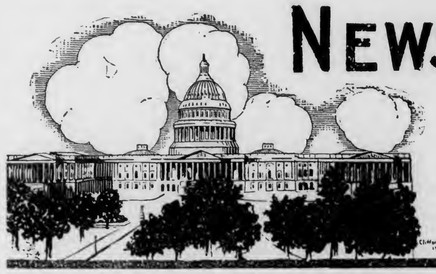
—Camels lead the way. The winning answer is

"I LIKE 'EM."

Camels

The cigarette best-liked by so many smokers, it leads by billions

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

A FAVORABLE report on the Capper-Kelly bill legalizing the maintenance of resale prices on trade marked articles is expected to be made by the subcommittee of the House Interstate and Foreign Commerce Committee within the next two weeks. It is not believed, however, that the full committee this session will make a favorable report to the House, because of the controversial nature of the legislation which would necessitate prolonged debate and, if taken up this session, might delay adjournment.

The legislation has been before Congress for a number of years, but has never been acted upon due to the great opposition which has always arisen. This opposition is not lacking this year, it is pointed out by friends of the measure, as, because of the widespread interest in the legislation, it could readly be made the medium of vote-getting tactics by members who are up for re-election.

Study of National Marketing and Distribution To Be Undertaken

A study of national marketing and distribution methods and problems, in co-operation with large manufacturers and distributors, is to be undertaken by the domestic commerce division of the Department of Commerce, it has been announced by Dr. Julius Klein, Director of the Bureau of Foreign and Domestic Commerce.

In the opinion of Dr. Klein this study represents a vitally important link in connection with the regional marketing surveys which the department is now making, in providing a wider perspective of national marketing problems and in tying the various surveys together as a unit.

The survey program is bringing in information hitherto not available to even the largest organizations and will, when it is finished, present an encyclopedia of knoweldge of the buying habits and purchasing power of the American consumer for the use of the American business men. The new study will have the effect of cross checking this regional material, of tracing the development of special problems common to all producers, and of the manner and methods with which they are meeting those problems in the domestic market.

The survey will be initiated in New York, and later will be extended to other parts of the country.

Post Office Department Will Check Mailing Lists for Business Firms

Business firms desiring to have their mailing lists corrected by the Post Office Department should submit the names and addresses on cards, one to each card, so that they may be distributed to carriers the same as mail, thus enabling the carrier to check them up as he makes his regular tour of delivery, according to instructions issued by the Post Office Department. In this manner, it is pointed out, it is possible to secure direct check on each name.

Where firms do not elect to submit lists in card form the names are corrected from the directory records only and not submitted to the carriers for the purpose of verification.

A charge of 65 cents an hour is made for the actual time consumed by all employees involved in checking up such lists.

Investigation of Chain Store Cigarette Prices Asked

Charges that chain stores were selling cigarettes at less than cost as "leaders" made by cigar concerns in his district, has resulted in the introduction in the House of Representatives by Congressman Stobbs of Worcester, Mass., of a bill calling upon the Federal Trade Commission to investigate the practices of the chain store organizations in reference to the purchase and sale of merchandise with a view to determining whether any such practices constitute a violation of the Federal anti-trust laws.

It was contended by firms in Mr. Stobbs' district that they were unable to meet the prices quoted by the chain store organizations, and that the methods of the latter constituted unfair business practices. As such, it was contended, they were properly a subject for investigation by the Federal Trade Commission.

In view of the short time remaining this session it is not likely that the bill will receive any consideraton, but may be pressed by Congressman Stobbs next year.

Parcel Post C. O. D. Shipments Not Subject to Examination Before Payment

The Post Office Department is undertaking a campaign against firms and individuals advertising to prospective patrons that their merchandise may be sent by mail, C. O. D., with the privilege of examination before acceptance and payment of the C. O. D. charges. The inspection of C. O. D. parcels before delivery and payment has been prohibited ever since the service was inaugurated, it is pointd out in instructions to postmasters just issued by the Third Assistant Postmaster General, and parcels bearing labels containing a statement that the contents may be inspected before payment of charges must not be accepted for mailing unless such statement is crossed out.

(Continued on Page 16)

Five products of outstanding merit—
Five products sold in every nook and corner of this country—
Five leading brands manufactured by *Liggett & Myers Tobacco Co.*

CHESTERFIELD · FATIMA · GRANGER · PIEDMONT · VELVET

Rare Opportunity for CIGAR MANUFACTURERS

Now available

800
skilled cigar makers ready and anxious for work, including about

200
girls who are experienced machine operators, and

3 Buildings
of various sizes, suitable for cigar manufacturing, with immediate occupancy, for sale or lease.

Other Advantages

Location: Wilmington, the "First City of the First State," offering an exceptional combination of advantages to the manufacturer. Overnight deliveries by rail or truck to 20% of America's population. Served by three great railroads—Pennsylvania, Reading and B. & O. New Marine Terminal for coastwise and foreign shipments by deep sea vessels.

Labor: stable supply because climatic and social advantages make this an attractive city to live in. Fine schools, churches, residential and business districts and modern hotels.

Fuel, power, gas, pure water—at low rates. Favorable Corporation Laws and freedom from radical legislation.

Prompt Action Necessary!

Such an opportunity comes but once in a decade. It will not be open long. Skilled workers, needing no training, are not to be had easily!

Don't Wait Another Day!

Write or wire now for any further information desired or—better still—come and see for yourself.

Address or call on

Industrial Department
Chamber of Commerce
Suite 13000 DuPont Building
Wilmington, Del.

HARTMAN HEADS CONNECTICUT ASSOCIATION

At the annual meeting of the Connecticut Leaf Tobacco Merchants' Association, held at Hartford, Conn., last Monday night, Maurice Hartman, treasurer of the Hartman Tobacco Company was elected president of the association to succeed Benjamin L. Haas, who had served twelve consecutive years in that office. Mr. Haas had asked to be allowed to retire from the presidency of the association many times, but without avail, but at the meeting last week he pleaded with such sincerity that he was at last reluctantly allowed to step down from the presidency and Mr. Hartman was elected to succeed him.

Fred B. Griffin was elected vice-president, and Philip Hammerslough was elected secretary and treasurer.

NEW CIGARETTE COMPANY ORGANIZED

The Empire Tobacco Company, with a capitalization of $1,000,000, has just been granted a charter of incorporation in the State of Georgia, and has acquired the plant and assets of the Southern Tobacco Corporation, in Atlanta.

The new company is formed for the purpose of manufacturing cigarettes, and is composed of Randolph Meade, of Danville, Va.; J. C. Jordan, of Henderson, N. C.; S. B. Scott, of Mobile, Ala., and H. C. Geiger, of Atlanta, Ga.

SALDANA SAILS FOR PORTO RICO

M. T. Saldana, agent for the Porto Rican Government Tobacco Guarantee Agency, with headquarters in New York City, sailed for Porto Rico last Thursday on board the SS. "Coamo," where he will confer with the heads of departments of the Tobacco Agency and also pisit the growers and packers of Porto Rican leaf.

Mr. Saldana expects to be away about six weeks and when he returns he will have complete and authentic information as to conditions among the tobacco growers of the island.

WAITT & BOND ELECTS DIRECTORS

At the annual meeting of stockholders of Waitt & Bond, Inc., manufacturers of "Blackstone" cigars, held last week, the following were elected to the board of directors: W. E. Waterman, C. B. Waterman, J. M. Porter, C. A. Sullivan, and C. H. Knapp; the above are all officers of the company. Ronald H. Macdonald, Jr., of Dominick & Dominick, was also elected a director.

WM. LEVINE NOW P. & T. SALESMAN

William Levine, who at one time operated a retail cigar stand in the Wadsworth Building, New York City, and later has been engaged in carrying on a box trade, has become affiliated with the cigar department of Park & Tilford, of New York City, and will in the future cover the metropolitan district in the interest of their brands.

SWITZER A VISITOR

J. J. Switzer, of the Union Cigar Company, who was recently elected to the board of directors of Otto Eisenlohr and Brothers, Incorporated, was a visitor at their headquarters, 932 Market Street, last week, where he was introduced by President Rogers to the executives of the firm.

ANTONIO CORTIS

Noted Tenor of Chicago Civic Opera

writes:

"To give my best to my public, I must keep my voice in perfect condition, allowing nothing to irritate it. So without the slightest worry, I smoke Lucky Strikes. Also I think they have a superior flavor."

Antonio Cortis

LUCKY STRIKE CIGARETTE

"It's toasted"

No Throat Irritation-No Cough.

NEW CURRENCY CIGARS

Foil wrapping keeps them fresh but you never keep them long . . . It pays to have them in stock and on display. P. Lorillard Company, Inc., 119 West 40th Street, New York.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
GORDON W. STEWART, Hartford, Conn. ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York City ..... Secretary and Treasurer

INTERNAL REVENUE RECEIPTS FROM CIGAR TAXES DECLINE

According to figures just released by the Treasury Department, at Washington, tax receipts on cigars for the nine months' period ending March 31st, totaled $17,590,945.23, as compared with $18,191,068.83 for the same period a year ago, a decrease of $600,123.60. Cigarette taxes for the same period amounted to $223,527,248.26, against $203,526,701.64 a year ago, an increase of $20,000,546.62.

Cigar and cigarette taxes in the State of Pennsylvania, however, show a decline as follows:

	1927	*1928*
Cigars	$5,362,834	$5,161,350
Cigarettes	7,532,399	6,505,794
Manufactured tobacco and snuff	582,416	590,855

THIRD 1928 OFFERING OF JAVA TOBACCO AT ROTTERDAM, NETHERLANDS

On April 5, 1928, the third sale of Java tobacco of the current year was held at Rotterdam, states American Vice-Consul George Tait, in a report released by the Tobacco Section of the Department of Commerce. About 13,919 bales were offered, almost all of which were of the Besoeki krossok type.

The quantity offered at such sales depends upon receipts from the Netherland East Indies and normally increases as the season progresses. At the first 1928 sale of Java tobacco on January 20, a total of 4879 bales was offered and the second sale held on March 2 resulted in 4855 bales being offered.

AMERICAN SUMATRA DIVIDEND

The board of directors of the American Sumatra Tobacco Corporation has declared regular quarterly dividends of $1.75 each, to be paid on the preferred stock of the corporation, payable June 1st and September 1st, to stockholders of record May 15th and August 15th, respectively.

LIGGETT & MYERS DIVIDEND

The board of directors of the Liggett & Myers Tobacco Company last week declared the regular quarterly dividend of $1 on the common and common B stock of the company, payable June 1st to stockholders of record May 15th.

$1,245,235,000 SPENT FOR TOBACCO

According to an advertisement of the *New York Journal*, $1,245,235,000 was spent for tobacco in the United States last year, and of this amount, $92,578,000 was spent for tobacco and tobacco products by the people of New York.

G. W. HILL RETURNS

George W. Hill, president of the American Tobacco Company, who has been in Europe for several months, touring England, France and several other countries, returned to his desk in New York City last week.

PETITION FILED FOR J. M. BAER

An involuntary petition in bankruptcy was filed last week by Jacob M. Baer, who conducts a drug store at 1934 Chestnut Street. Creditors are listed as: Helen C. Baer, $33,800; C. P. Baker & Company, $3, and George Zifferblatt & Company, $38. Assets were not listed.

MARCH CIGAR PRODUCTION SHOWS DECREASE

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of March, 1928, and are issued by the Bureau. (Figures for March, 1928, are subject to revision until published in the annual report):

Products	*March 1927*	*March 1928*
Cigars (large):		
Class A ..... No.	259,995,125	262,193,185
Class B ..... No.	63,398,030	52,753,403
Class C ..... No.	192,151,734	169,936,320
Class D ..... No.	11,301,132	11,068,684
Class E ..... No.	1,851,543	1,952,690
Total	528,697,564	497,904,282
Cigars (small) ..... No.	43,826,267	35,256,107
Cigarettes (large) ... No.	1,021,707	770,556
Cigarettes (small) ... No.	8,026,095,850	8,470,466,373
Snuff, man'd ..... Lbs.	3,701,229	3,765,245
Tobacco, man'd .... Lbs.	31,646,241	29,817,238

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of March.

Products	*March 1927*	*March 1928*
Cigars (large):		
Class A ..... No.	8,817,475	10,535,250
Class B ..... No.	1,032,550	133,200
Class C ..... No.	2,646,900	1,078,300
Total	12,496,925	11,746,750
Cigars (small) ..... No.	900,000	960,000
Cigarettes (large) .. No.	300,000	628,000
Cigarettes (small) .. No.	42,400	80,740

Tax-paid products from the Philippine Islands for the month of March:

Products	*March 1927*	*March 1928*
Cigars (large):		
Class A ..... No.	16,281,100	15,856,690
Class B ..... No.	297,200	294,923
Class C ..... No.	158,628	267,648
Class D ..... No.	302	1,011
Class E ..... No.	126	30
Total	16,737,356	16,420,302
Cigarettes (large) .. No.	500	...
Cigarettes (small) .. No.	140,467	22,600
Tobacco, man'd .... Lbs.	59	34

Note: Quantities of tax-paid products shown in above statement are indicated by stamp sales for the month.

Supplement to the March Statement of Internal Revenue Collections

Tobacco manufactures: *Objects of taxation*	*March 1927*	*March 1928*
Cigars	$1,883,306.59	$1,735,896.47
Cigarettes	24,086,083.00	25,417,014.92
Snuff	666,221.25	677,744.13
Tobacco, chewing and smoking	5,696,371.09	5,367,770.94

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA
CIGAR

News from Congress

(*Continued from Page 10*)

Postmasters have been ordered to report to the department the names of all senders of parcels using labels or advertising in any newspaper or periodical that the department will permit examination of the contents of C. O. D. parcels to be made by the addressees before delivery.

Department of Commerce to Publish Booklets Giving Information for Exporters

Lack of information regarding customs procedure and regulations in foreign countries and failure to anticipate the exact conditions of doing business in the various oversea markets are factors which have caused American exporters much annoyance, loss of good will and expense, according to Henry Chalmers, chief of the division of foreign tariffs of the Department of Commerce. These experiences, it is pointed out, are in part attributable to the complex and exacting consular and customs requirements existing in many foreign countries and their confusing lack of uniformity, while as because the business of getting goods into foreign markets is too often regarded as a routine matter to be delegated to a minor employee who lacks the special knowledge necessary to plan and dispatch export shipments.

In order to enable the American exporters to avoid as far as possible these pitfalls in his foreign business, the Department of Commerce has undertaken to publish in a series of handbooks the essential data necessary for shipment to foreign markets. While the majority of export shipments go through to their destination without any particular difficulties or delays, there are still many cases where careless or faulty preparation of shipping documents brings needless trouble and expense to the exporter, and it is believed that the information which is now being made available will go far in alleviating this situation.

Supreme Court Declares Tariff Act Constitutional

Affirmation by the United States Supreme Court of the constitutionality of the so-called flexible provisions of the tariff act of 1922 is expected to pave the way for discussion in Congress of the advisability of repealing Section 315, carrying those provisions, when tariff revision again is brought to the fore.

A great deal of surprise was occasioned in Washington by the court's statement regarding the tariff, in which it was declared that a policy of protection cannot be held unconstitutional, the surprise not being occasioned by the court's words but more by the fact that it discussed this phase of the question.

The flexible provisions of the tariff act have long been the subject of attack both in and outside of Congress, and the decision of the court on the test case was awaited with a great deal of interest. Because of the court's decision upholding the validity of these provisions, the only way in which they can be eliminated from the tariff is by Congressional action and it is predicted that early next session efforts will be made to secure the repeal of Section 315.

Bill Providing Protection of Trade Marks

A bill providing for the registration and protection of trade marks has been introduced in the House of Representatives by Congressman Vestal of Indiana. The legislation is similar to other measures dealing with the same subject, and provides for protection for terms of 20 years, renewable without limit. The bill defines what may be accepted as trade mark, prescribes the method of registration, and fixes penalties for misuse.

BUSINESS OUTLOOK GOOD FOR SECOND QUARTER

THE National Bank of Commerce in New York in discussing current market conditions states:

"Business is now in the full swing of spring activity. Developments during the last thirty days have been favorable and the outlook is for maintenance of production and consumption at high levels well into May. Some seasonal slackening is to be expected as midsummer approaches, but present indications are that it will be no more than normal.

"Steel output for the first three months of 1928 made a new quarterly record and the industry looks forward to a good rate of operations for some time ahead. Automobile output in the first quarter was higher than for the corresponding period of 1927 and production promises to continue in large volume during April. It looks as if the first half of 1928 may make a new record in the machine tool industry. Contracts let for building and engineering construction from January through March, according to the F. W. Dodge Corporation, totaled $1,485,000,000, which was 6 per cent. higher than for the first quarter of last year. Consumption of electrical energy was 4.4 per cent. higher than for the corresponding period of 1927.

"March sales by department stores were reported to the Federal reserve system as about 3 per cent. larger than in 1927 and retail trade since then has been good. Sales by chain stores and mail-order houses also are showing excellent gains over last year, though it is impossible to judge how much they are the result of the opening of new branches and what proportion of reported increases is offset by losses in sales by other retail distributors. When industrial activity, carloadings, anticipated freight movement and retail distribution are considered together, the conclusion seems justified that the current volume of business is better than it was at mid-April, 1927.

"The pronounced firmness in the various sections of the money market is the result of a combination of influences simultaneously operative; namely, the cumulative effects of a gold outflow, the lag effect of sales of United States securities by the Federal reserve banks, the usual spring expansion of commercial requirements and large use of funds for speculative purposes."

T. M. KILDOW DIES

T. M. Kildow, of the Kildow Cigar Company, Bethesda, Ohio, passed away at his home, following a long illness, on April 4th, at the age of eighty-four years.

Mr. Kildow was born in Ohio in 1844. He enlisted and served in the Civil War, and after his return engaged in various business enterprises until he at last entered the cigar manufacturing industry. He is survived by four sons, four daughters, fifteen grandchildren and three great-grandchildren.

Funeral services were held from his late home on Second Street, on Easter Sunday.

THE EIGHTEENTH NATIONAL CONGRESS OF FRENCH TOBACCO GROWERS

The annual meeting of the General Confederation of French Tobacco Growers was held on March 16, 17 and 18, at Tonneins, an important tobacco-growing center in the Department of Lot-et-Garronne, states Consul H. M. Cochrane, in a report released by the Tobacco Section, Department of Commerce. The congress was attended by 1200 delegates from the various tobacco federations of France and Alsace-Lorraine. One senator and several deputies followed the meetings.

The questions of prices and of the regulation of the culture of tobacco were especially under consideration. The price of 800 francs per 100 kilos was proposed for the 1928 crop (about 14.3 cents per pound), and it was decided that all federations should begin a survey to establish the cost price of the tobacco grown by their members, the information thus obtained to be centralized by the confederation which would then calculate the national average to be used as a basis for the establishment of the purchase price. The delegates of the Confederation to the Committee charged with the determination of the price are not authorized to accept any figure below that arrived at by the Confederation.

As regards the regulations covering the culture of tobacco in France, their almost complete revision was recommended to the Confederation, which adopted the following resolution in this connection:

(a) Suppression of marking;
(b) Authorization to retain seed beds until after July 15, in case of hail precipitation;
(c) Suppression of domiciliary inspections;
(d) Authorization for any one grower to cultivate several varieties;
(e) Authorization to irrigate up to August 15;
(f) Suppression of sampling;
(g) Suppression of the utilization of the Gay-Lussac process;
(h) Participation of the Centime Fund to certain improvement in the cultural exploitation.

A number of other resolutions were passed by the assembly, favoring:

1. The suppression of bonds required for declarations of crops;
2. The intensification of the production of nicotine juice;
3. The effective participation of actual growers into all appointed committees;
4. The payment to all growers, for their deliveries, of the mileage allowance of 1.50 francs per return kilometer.
5. The creation of traveling inspectors to hasten deliveries, which should be terminated before the end of February.
6. The creation of a system of pensions for tobacco growers, on the plan of that existing for Government employees;
7. The payment for tobacco in Alsace at the same rate as in the rest of France;
8. The weighing of bales, at the time of delivery, under the supervision of experts;
9. The acquisition and upkeep by the Government of warehouses built by the boroughs, so that deliveries there may be free of charge;
10. The simplification of the formalities connected with the taking of the oath by experts, and the increase of their per diem traveling allowance.

It was decided that the 1929 Congress would be held in Paris.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

JOBBERS WANTED

A REPRESENTATIVE ENGLISH TOBACCO HOUSE—Established over 150 years. Purveyors to the King of Norway, The British House of Lords, etc.; specialising in high grade brands of English tobaccos, would welcome enquiries from jobbers, retailers and other in the U. S. A., willing to take up and push their proprietary brands. Please address replies to R. & J. Hill, Ltd., The Spinet House, 175 Shoreditch High Street, London, England.

CIGAR JOBBERS WANTED IN NEW JERSEY AND WEST VIRGINIA on five-cent and ten-cent and up quality brands. Cigar manufacturers since 1892. For information write Box No. 520, care of "The Tobacco World."

SITUATION WANTED

TOBACCO EXPERT, AGE 26, COLLEGE EDUCATION, sales correspondent, experienced leaf tobacco salesman and buyer for leading German cigarette concern. Thorough knowledge of leaf tobacco, including the blending and treatment of same. Thoroughly familiar with European tobacco market, desires connection with cigarette manufacturing company or leaf tobacco exporter. Languages: English, German and French. Can furnish best of references. Address Box No. 521, "The Tobacco World."

FOR SALE

1918-19-20-22 SOUTHERN WISCONSIN GROWN SPANISH Leaf Tobacco—188 cases, approximately 300 pounds each. For sale by L. G. Anderson, 2127 Iowa Street, Chicago, Ill.

The Tobacco World

Established 1881

VOLUME 48 MAY 1, 1928 No. 9

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

YOURS CORDIALLY:—45,209. For all tobacco products. March 23, 1928. Ruy Suarez & Co., Tampa, Fla.

CORDIALLY YOURS:—45,210. For all tobacco products. March 23, 1928. Ruy Suarez & Co., Tampa, Fla.

YOURS SINCERELY:—45,211. For all tobacco products. March 23, 1928. Ruy Suarez & Co., Tampa, Fla.

YOURS TRULY:—45,212. For cigars. March 5, 1928. Ruy Suarez & Co., Tampa, Fla. (By consent of The American Tobacco Co., Inc., New York, N. Y.)

ARISTA KAPNA:—45,200. For cigars, cgarettes and tobacco. April 7, 1928, Courjis & Mitchell Cigar Co., Tampa, Fla.

HUMICASE:—45,205. All tobacco products. April 9, 1928. Frank P. Lewis Cigar Co., Peoria, Ill.

HUMIPACK:—45,206. All tobacco products. April 9, 1928. Frank P. Lewis Cigar Co., Peoria, Ill.

DMC:—45,213. For all tobacco products. March 12, 1928. Frank P. Lewis Cigar Co., Peoria, Ill.

PARK MURRAY:—45,214. For all tobacco products and pipes. April 13, 1928. Coleman & Allen, New York, N. Y.

ONLIWON:—45,215. For tobacco pouches, cigar and cigarette cases. April 13, 1928. H. L. Rogers Co., Inc., New York, N. Y.

GARCIA DIVINOS:—45,217. For cigars, cigarettes, cheroots and tobacco. April 11, 1928. Consolidated Litho. Corp., Brooklyn, N. Y.

SALAZAR:—45,219. For all tobacco products. April 21, 1928. Don Galvan Cigar Co., Detroit, Mich.

HAGERMAN'S MIXTURE:—45,220. For all tobacco products. April 23, 1928. Dell's Pipe Shop, Chicago, Ill.

RENEWAL REGISTRATIONS

GOLDEN DAWN:—45,221. For cigars. Registered by American Litho. Co., New York, N. Y., on March 24, 1928. (Originally registered by George S. Harris & Sons, Philadelphia, Pa., predecessors to the registrants, February 13, 1886.)

TRANSFERS

WHITE BURN:—45,090 (T. M. A.). For cigars. Registered September 17, 1927, by Harry M. Gelb, Plainfield, N. J., and an undivided half interest transferred to Harry Berliner, Plainfield, N. J., April 12, 1928.

ARKWRIGHT CLUB:—16,205 (United States Tobacco Journal). For cigars and cigarettes. Registered April 10, 1894, by B. Wasserman, New York, N. Y. Transferred to Wm. S. Jelling, New York, N. Y., April 14, 1928.

FLOWER GARCIA:—42,429 (T. M. A.)), and **26,369** (Patent Office). For cigars. Registered by M. & D. Dastin, New York, N. Y. Transferred to Jose Lorente, New York, N. Y., and retransferred to Peter Diaz, New York, N. Y., April 17, 1928.

ATTACHE:—35,585 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered December 10, 1909, by George Schlegel, New York, N. Y. Transferred to D. Emil Klein Co., Inc., New York, N. Y., April 19, 1928.

LE PLANTO:—23,353 (Tobacco World). For cigars. Registered November 17, 1911, by LePlanto Cigar Co., Chicago, Ill. Through mesne transfers acquired by the Mid-West Cigar Co., Evansville, Ind., and transferred by Adolph F. Decker, Chicago, Ill., receiver to the Metropolitan Cigar Corp., Chicago, Ill., November 1, 1927.

BULL DOG TWIST:—(Connorton's Trade-Mark Directory). For plug and twist chewing tobacco. Registered 1899 by Lovell & Buffington Tobacco Co., Covington, Ky. Transferred to The Penn Tobacco Company, Wilkes-Barre, Pa., and re-transferred to The E. O. Eshelby Tobacco Co., Covington, Ky., February 17, 1928.

SENATE:—Connorton's Trade-Mark Directory). For plug, twist, smoking and chewing tobacco. Registered 1899 by Lovell & Buffington Tobacco Co., Covington, Ky. Transferred to The Penn Tobacco Co., Wilkes-Barre, Pa., and re-transferred to The E. O. Eshelby Tobacco Co., Covington, Ky., February 17, 1928.

L & B TWIST:—45,204. For smoking, chewing, twist tobacco, cigars and cigarettes. Registered March 22, 1928, by The E. O. Eshelby Tobacco Co., Covington, Ky. (This certificate is issued upon presentation made to us that the trade-mark or trade name herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been acquired by the registrant by a transfer from The Penn Tobacco Co., Wilkes-Barre, Pa., on February 17, 1928, The Penn Tobacco Co., having purchased same from The Lovell & Buffington Tobacco Co., Covington, Ky.

DON MAXZE:—29,604 (Tobacco Leaf). For cigars. Registered April 28, 1905, by Max Cooper, Baltimore, Md. Transferred to J. J. Henschen, Baltimore, Md., February 28, 1928, and re-transferred to A. F. Neiswender, Baltimore, Md., April 7, 1928.

THE MEXICAN TOBACCO INDUSTRY

The annual raw leaf requirements of Mexico amount to about 21,000,000 pounds, most all of which is produced within the country, states American Consul Charles W. Lewis, Jr., in a report released by the Tobacco Section of the Department of Commerce. The total leaf imports into Mexico in 1926 amounted to 1,262,559 pounds, 95 per cent. of which was supplied by the United States, and the Mexican production for that year amounted to 20,254,751 pounds. It is said that at one time the production of leaf tobacco in Mexico amounted to more than twice that of the present production, but has declined steadily during the past thirty years.

The States of Nayarit and Vera Cruz are the most important producing States, production in the former in 1926 amounting to 7,583,659 pounds, and in the latter 5,252,437 pounds. The third most important producing State was Michoacan with 1,820,246 pounds. The total area planted to tobacco in 1926 was estimated by the Department of Agriculture to be 36,378 acres, as compared with 39,427 acres in 1925.

The tobacco products imported into Mexico consist principally of cigarettes, consumed almost entirely by resident foreigners and particularly resident Americans. Imports of cigarettes into Mexico during 1926 amounted to 147,342 pounds, the United States being the origin of 141,138 pounds. Cigar imports amount to little more than 1000 pounds annually and Cuba is the chief source of supply.

According to a report issued some time ago by the Department of National Statistics, 236 tobacco factories were registered in Mexico in 1926, only 163 of which were operating.

The capital invested in these factories was approximately $11,000,000 United States currency; the average number of workers, 5201; raw material used, 21,369,051 pounds, with a value of approximately $4,700,000 United States currency, to which a value of some $9,800,000 was added by the process of manufacture.

SCHULTE CONTEMPLATES RETIRING PREFERRED

According to current and persistent rumors, The Schulte Retail Stores Corporation contemplates retiring the preferred stock of the company and eventually increasing the dividend on the common stock. The preferred stock of the company, of which there is $9,425,000, of $100 par value outstanding, pays dividends of 8 per cent. There are 1,116,145 shares of common stock outstanding and there have been frequent stock dividends. In March, 1927, the common stock was placed on a dividend basis of $3.50 a year.

FATHER'S DAY, JUNE 17, 1928. "REMEMBER DAD—HE SMOKES"

BUYERS' GUIDE

CIGAR BOXES

NIC. ALTHAUS CO — MANUFACTURERS OF HIGH GRADE CIGAR BOXES — CEDAR SAW MILL — PLANING MILL — LABELS, RIBBONS CIGAR MAKERS SUPPLIES — ESTABLISHED 1873 — TEL. ASHLAND 6741 — 637-641 EAST 17TH ST. NEW YORK.

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

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PERFECT LITHOGRAPHY
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Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

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LABELS-BANDS-ADVERTISING
WINDOW TRANSPARENCIES
Quality Service
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NINETEENTH STREET & FOURTH AVENUE—NEW YORK
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Gail & Ax's Snuff, Est. 1751

ALL OF THE OLD ORIGINAL

Maccoboys Rappees High Toasts
Strong, Salt, Sweet and Plain Scotchs

Manufactured by
GEORGE W. HELME CO.
111 Fifth Avenue, New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"

If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.

10c 15c 25c 75c $1.50 SIZES

J. G. DILL CO. Richmond, Va.

MANILA CIGAR DIRECTORY

For further information apply

MANILA AD AGENCY (C. A. BOND, Mgr.) 15 WILLIAM STREET, NEW YORK

LA EMPERATRIZ
Factory No. A-4-395
Brands
LA EMPERATRIZ
FLOR DE LUZON
Agent, EDWARD JEUTHER
Successor, H. OTTENBERG
146 Front Street, New York

LA CONCHITA
Factory No. A-4-451
Brand
LA CONCHITA
931 Juan Luna, Manila, P. I.

LA LUNETA
Factory No. A-4-484
Brands
VAMP COLON LA FRANCES
LA LUNETA MARCELLA
Owners, PHILIPPINE TOBACCO CO.
253 Broadway, New York

PERLA DE FILIPINAS
Factory No. A-4-516
Brands
KELLY'S IMPORTED H. R. K.
MANILA DE LUXE LA MESA
IMPORTED GEORGE IV
LA PERLA DE FILIPINAS
NON PLUS ULTRA
Agent, HORACE R. KELLY & CO., INC.
229 Fulton Street, New York

LA TRINIDAD
Factory No. A-4-618
Brands
ENTONA EL PRESO
Agent, COHN BROS. CIGAR CO.
325 W. Madison Street, Chicago

MERITAS
Factory No. A-4-647
Brand
MERITAS
Agent, MERITAS COMMERCIAL CO.
11 Water Street, New York
874 Walnut Street, Alameda, Calif.

HELENA
Factory No. A-4-649
Brands
REYNALDO AMORIFE
KNOWLEDGE
Owners, S. FRIEDER & SONS CO.
S. E. Cor. Third & Main Streets, Cincinnati
413 E. 34th Street, New York

LA COMMERCIAL
Factory No. A-4-671
Brand
LA COMMERCIAL
Malabon, Rizal, P. I.

LA MINERVA
Factory No. A-4-42
Brands
LA MINERVA LA ATHENA
REPUTACION FIDELIS
WATT & CO. FLOR DE CAWAYAN
Agent, E. M. ELAM
304 Santa Marina Building, San Francisco

LA PRUEBA
Factory No. A-4-87
Brand
LA PRUEBA
Western Agent, HENRY W. PEABODY & CO.
64 Pine Street, San Francisco

LA PRUEBA
Factory No. A-4-87
Brands
LA PRUEBA FOREMOST
LA CORREGIDORA ATTONA
Eastern Agent, HENRY W. PEABODY & CO.
17 State Street, New York

LA INSULAR
Factory No. A-4-3
Brand
PONGEE
Agent, M. F. D. SCANLAN
Wayne, Pa.

LA FLOR DE INTAL
Factory No. A-4-193
Brands
MAGALLANES PUNTACIMA
LA UNION EL TAMARANDA
In the United States
FLOR DE INTAL
East of the Mississippi River
Eastern Agent, SIDNEY J. FREEMAN & SONS
73 Warren Street, New York

LA FLOR DE INTAL
Factory No. A-4-193
Brand
LA FLOR DE INTAL
Western Agent, HENRY W. PEABODY & CO.
64 Pine Street, San Francisco

KATUBUSAN
Factory No. A-4-297
Brand
KATUBUSAN
501 Claval, Manila, P. I.

LA YEBANA
Factory No. A-4-331
Brands
LA YEBANA
Agent, G. Barretto,
163 Second Street, San Francisco

LA YEBANA
Factory No. A-4-331
Brands
CRANES IMPORTED
MANILA BLUNTS
MANILA STUBS
Agent, HOUSE OF CRANE
Indianapolis, Indiana

LA GERMINAL
Factory No. A-4-1.
Brands
GERMINAL LOS ANGELES
Agent, WOOLLEY & CO., INC.
1113 Third Ave., Seattle

LA FLOR DE ISABELA
Factory No. A-4-2
Brands
ISABELA NEVANDA
Western Territory, J. B. HAVRE & CO.
200 Bush Street, San Francisco

LA FLOR DE ISABELA
Factory No. A-4-2
Brand
ISABELA
Eastern Territory, CA. GRAL DE TABACOS
DE FILIPINAS
80 Wall Street, New York

LA INSULAR
Factory No. A-4-3
Brand
LA INSULAR
U. S. Branch Office, G. BARRETTO,
163 Second Street, San Francisco

LA ALHAMBRA
Factory No. A-4-5
Brand
ALHAMBRA
Agent, H. L. JUDELL & CO.
334 Sacramento Street, San Francisco

LA PAZ Y BUEN VIAJE
Factory No. A-4-6
Brands
BOLANO C. G. PAQUITA
Agent, LYON, COWDREY & WILSON
17 Battery Place, New York

EL ORIENTE
Factory No. A-4-7
Brand
FIGHTING BOB
Western Agent, H. L. JUDELL & CO.
334 Sacramento Street, San Francisco

EL ORIENTE
Factory No. A-4-7
Brands
FIGHTING BOB
CLAY MONTAGUE
Eastern Agent, LYON, COWDREY & WILSON
17 Battery Place, New York

LA MARIA CRISTINA
Factory No. A-4-20
Brands
MARIA CRISTINA AMIRALA
LA CALIDAD LA MEROLA
MANILA PLANTERS
Agent, HENRY W. PEABODY & CO.
17 State Street, New York
64 Pine Street, San Francisco

MANILA CIGARS ARE HAND MADE, LONG FILLED

Philippine Tobacco is Mild and Burns Perfectly

28.89
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MAY 15, 1928

VOLUME 48 No. 10

THE TOBACCO WORLD

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LOOKING AT IT—AND BEYOND!

With the first puff of satisfaction, the smoker invariably looks at the burning cigar in his hand, trying to discover the "why" of this unlooked-for pleasure.

The tobacco in a good, mild cigar, possesses delicacy of aroma and a certain mellowness imparted by the proper ripening and curing of the leaf: it is full bodied and burns freely.

On such essentials, the popularity of the Porto Rican leaf rests. It is grown under most modern methods, in a soil rich in magnesia, which brings out the full tobacco quality and which produces a slow and even-burning leaf. Pleasantly fragrant, too, and embodying a most unusual mildness.

Grown in an American possession, this tobacco is admitted free of duty, permitting an economical production of cigars, easily within the reach of the average smoker.

This is *why* so many manufacturers are turning to Porto Rico for their supply of leaf, to be used either wholly or in the blend for their cigars. They have found that Porto Rican tobacco is inevitable to a good, mild cigar.

You will be interested in a booklet containing full information on Porto Rican tobacco. Write us for it today.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
1457 Broadway M. T. SALDANA, Agent New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

HAVE YOUR CIGARS A QUALITY BACKGROUND?

Jewelers find that even diamonds sell better on a beautiful background. The same is true of cigars. They, too, sell better if given a quality background.

Wooden Boxes increase the salcability of cigars by providing a quality setting, and permitting the most beautiful and attractive effects with printing or lithography.

Packed in wood, they're bound to be good. That's the impression right down the line - with the jobber, retailer and consumer.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

Volume 48

THE TOBACCO WORLD

Established 1881

Number 10

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year | PHILADELPHIA, MAY 15, 1928 | Foreign $3.50

E. KLEINER DIES SUDDENLY

EMANUEL E. KLEINER, president of E. Kleiner & Company, manufacturers of the "Marie Antoinette," "Girard" and other well-known cigar brands, passed away suddenly at his home in New York City, on May 1st, following a heart attack.

Mr. Kleiner has been subject to heart attacks for several months, but was able to put in a portion of each day in his office up to a few weeks ago, when he went to a health resort in New York State in an effort to regain his health. He was, however, unable to withstand the treatment prescribed there and returned to his home after a short stay.

Mr. Kleiner has been associated with the cigar industry in New York City for a period of approximately forty years, having started a small shop of his own when he was about twenty years of age. After working his trade up to a fair-sized business, he became associated with his brother-in-law and established the firm of E. Kleiner & Company, as a partnership. The partnership was dissolved in 1915 and the business incorporated under the same name, and in 1926 the business was reorganized.

The business of E. Kleiner & Company will be continued with the remaining officers, which are: William Friedberger, vice-president; Julian Rosenerans, secretary, and Paul Olsen, treasurer, until a successor to Mr. Kleiner can be elected.

Funeral services were held on Thursday, May 3, with interment in Mount Zion Cemetery. He was sixty years of age.

He is survived by his widow, two daughters, two sisters, and one brother, Anthony Kleiner, of the Masterpiece Cigar Company, of Grand Rapids, Mich.

PHILIP MORRIS & COMPANY INCOME

Net income of Philip Morris & Company, Limited, Incorporated, had net profit for the year ending March 31 of $439,421 after Federal taxes, etc., as compared with $274,308 in the previous year. This is equivalent to $1.06 a share (par $10) as against 99 cents a share for the previous year.

ZUCKER PRESIDENT OF RUMIDOR

Richard D. Zucker was elected president of the Rumidor Corporation at the meeting held last week, and W. W. Wallace Snyder, of W. W. Snyder & Company, was elected vice-president of the company. Joseph C. Bender was elected secretary and treasurer.

FATHER'S DAY RAPIDLY APPROACHING

THE CIGAR and tobacco industry have been particularly responsive to the Father's Day movement this year, as compared to other years, and E. M. Freeman, director of the Father's Day Committee, states this is partly due to the more strikingly attractive posters, inserts and stickers prepared this year, and the expense to which the committee has gone to produce this material.

One firm has ordered 10,000 posters and another 15,000, and so on.

The Father's Day movement for 1928 is an assured success. It means big sales and equally big profits for the retailer. A huge increase in the sale of cigars, cigarettes, pipes, tobacco and other smokers' articles for the months of May and June has been the proven result of Father's Day during the past few years. Last year many dealers did as much cigar business in the few days before Father's Day as they did in the few days preceding Christmas.

The advertising material for the 1928 Father's Day campaign means free publicity and advertising for the retailer. Newspapers throughout the entire country will contain publicity write-ups about Father's Day. Cigar and cigarette manufacturers will be featuring Father's Day also in their advertising, urging the public to "Remember Dad—He Smokes."

In order to make Father's Day bring you, Mr. Retailer, real sales and profits you must make the Father's Day national advertising your advertising. Above all, do these two things:

First, prepare to run a Father's Day display in your windows and inside your store, starting no later than June 1st. Use the Father's Day posters and other advertising which your jobber or manufacturer will be glad to send you.

Second, display a sufficient assortment of cigars, cartons of cigarettes and other smokers' articles to reap the benefit of Father's Day publicity and advertising.

If you have difficulty in obtaining these posters, write the Father's Day Committee, at 73 Warren Street, New York City, for advice.

"CLOWN" CIGARETTES REDUCED

Following the lead of the "Big Four" in reducing the price of their cigarettes to the jobber and retailer, Axton-Fisher & Company, of Louisville, Ky., announce a reduction in the price of their "Clown" cigarette, bringing them to the same level as the other popular brands.

$200,000,000 TAX REDUCTION AGREED UPON BY SENATE FINANCE COMMITTEE

THE SENATE Finance Committee has completed consideration of the new tax bill, and has reported the same to the Senate, carrying an aggregate tax reduction of about $200,000,000, which is approximately $89,000,000 less than the estimated tax reduction provided in the bill as passed by the House.

The bill is expected to be passed by the Senate within a week or ten days in substantially the same form as reported by the Senate Finance Committee.

Following its passage by the Senate, it will, of course, have to go to conference to iron out the differences in the bill as passed by the two houses.

House Bill Provisions and Changes Adopted by the Senate Finance Committee

The major provisions in the bill as passed by the House with the changes adopted by the Senate Finance Committee follow:

Tobacco Taxes Unchanged—New Packages of Twenty for Cigars

No change whatever is made in the rate of taxation on tobacco products in the bill as passed by the House, and none has been made by the Senate Finance Committee.

The Senate Finance Committee, however, has inserted an amendment providing for packages of twenty cigars, in addition to the packages already permitted by existing law.

Corporations:

In place of the present flat corporate income tax of 13½ per cent., the House Bill provides for a graduated tax rate with respect to corporations whose earnings do not exceed $15,000, as follows:

Corporations having a net income of
- Not more than $7000 should be taxed at 5 per cent.;
- More than $7000 and not more than $12,000 should be taxed at 7 per cent.;
- More than $12,000 and not more than $15,000 should be taxed at 9 per cent.;
- While all corporations whose incomes exceed $15,000 should be taxed at 11½ per cent.

The Senate Finance Committee has discarded the graduated plan carried in the House Bill, and has adopted a flat rate of 12½ per cent. on corporate incomes. Furthermore, while the House Bill provided that the reductions in corporate income taxes should be retroactive, that is, apply against corporate income of 1927, the Senate Finance Committee has discarded this plan and applied the reductions as against corporate incomes for next year.

The provisions of the House Bill increasing the present $2000 exemption for corporations having a net income of not over $25,000, to $3000, are approved by the Senate Finance Committee.

Individuals:

The House Bill made no change whatever in the rates (normal or surtaxes) of individual income tax, the exemptions for dependents or in the earned income tax provision.

In line with the recommendation of the Secretary of the Treasury, however, the Senate Finance Committee has provided for a downward revision of the sur-

(Continued on page 17)

PINNEY ELECTED PRESIDENT OF UNION CO.

LAST WEEK the Union Tobacco Company announced that Henry J. Pinney, of Worcester, had been appointed acting president of the company, which is in line with the avowed purpose of the Union Company to co-operate with the tobacco jobbers of the country in an effort to improve their situation.

Mr. Pinney is a man well versed in the conditions confronting the jobbing and retailing interests in the tobacco industry, and is well fitted for the responsible position which he has been chosen to fill.

He started his career in the tobacco industry about thirty-three years ago as a clerk in a small tobacco store in Worcester, and several years later he became a stockholder and official in that company, the H. E. Shaw Company, which by that time had become an important factor in the jobbing field. In 1925, following the death of H. E. Shaw, Mr. Pinney acquired the controlling interest in the company, and a short time later also gained control of the New Haven Tobacco Company, of New Haven, Conn.

Mr. Pinney is also an enthusiastic worker in all movements for the general welfare of the New England jobbing and retail industry.

UNION TO MERGE TWELVE COMPANIES

George J. Whelan, president of the Union Tobacco Company, announced last Thursday, on the eve of his departure for Europe, that a new company was being formed to consolidate about twelve companies in which he and his associates are interested. Plans are as yet in the preliminary stage, he said, and are being prepared by the company's law firm.

Mr. Whelan, who also is president of the Tobacco Products Corporation, said that if it were good for the individual to have diversified investments it must be good for a corporation.

He added: "The new company will be able to get the most expert men in their line to manage it. We feel companies we are interested in are generally better than most companies in the same industries, and while we look for good business for a long time, the companies are prepared financially to meet any condition that may arise within the next few years."

The committee headed by Thomas F. Ryan, which was appointed last February to work out a plan for dissolution of the Tobacco Products Corporation is expected to be able to make a report about July 1st. Their deliberations were confidential, Mr. Whelan said, and he was unable to comment on the probable plan to be devised.

GENERAL REOPENS ANOTHER PENNSYLVANIA PLANT

Residents of Quakertown, Pa., are much elated over the fact that the General Cigar Company plant located there, which has been closed since the Christmas season, was re-opened on May 1st. The plant provided employment for two hundred workers.

It is stated that the reopening was arranged through correspondence between the New York offices of the General Cigar Company, and Harry Trumbower, secretary of the Quakertown Chamber of Commerce.

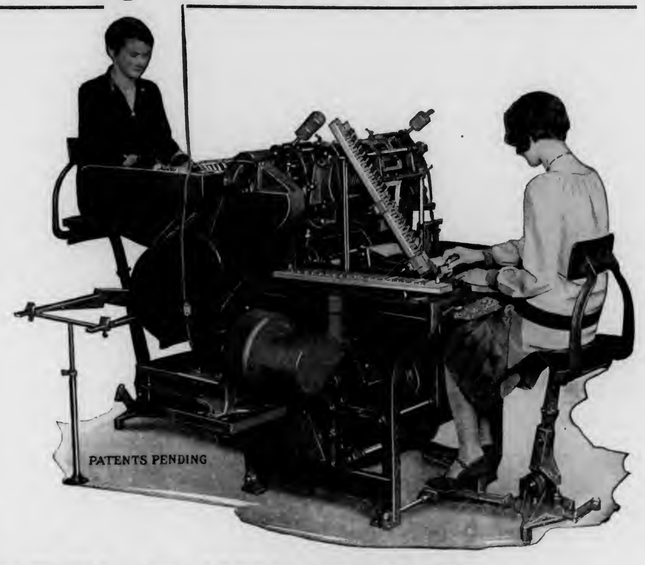
William Graupner, the former superintendent of the plant, is in charge of the factory.

A Remarkable Long Filler Bunch Machine

Improved!

With Three Important Stock and Cost Saving Features—

1. Suction Rolling Table with Individual, Direct-Connected, Motor-Driven Suction Fan;
2. Latest Type of Friction Clutch and Emergency Stop;
3. The Famous Alemite-Zerk System of Lubrication.



The **MODEL T UNIVERSAL**

Long Filler Bunch Machine

(Blending Type)

For High Grade Work

A REMARKABLY advantageous, new feature of the Model T Universal is that it is now being made with (or without) a Suction Rolling Table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder tightly against the rolling apron by suction, thereby assuring smoother and more-perfectly rolled bunches. It also *effects a saving of binders* because smaller binders can be used.

The Model T (Blending) Long Filler Bunch Machine is built with the latest type of friction clutch and emergency stop. This causes the machine to run more smoothly, and permits the stopping of the machine at any point in its operation. It also reduces the upkeep cost of the machine.

The Model T is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

Labor, Stock and Money-Saving Features

A—The suction rolling attachment assures smoother and more perfectly-rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of friction clutch and emergency stop makes the machine run more smoothly and permits the instantaneous stopping of the machine at any point. It also reduces the upkeep cost.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the fillers mechanically in exactly the same way as is done by hand; a few sprigs of fillers being intermittently added until the bunch is built up to the proper size and condition.

F—Two or more kinds of filler can be blended on this machine in any proportions desired.

G—Any size or shape of bunch, and both right and left-hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators, it produces 450 to 500 uniform, spongy, free-smoking, blended bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of fillers.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction; easy to operate and handle; requires no expert mechanical attention.

Write for Illustrated Price Folder and complete Model T information

The price of the Model T Universal equipped with Two Folding Chairs, Individual Drive Equipment and ¼ H. P. Motor is

$1750

Convenient Time Payment Terms

With Suction Rolling Table $50 extra
With Individual, direct-connected motor driven Suction Fan $75 extra
Prices F. O. B. Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

PHILADELPHIA.

HIRST RETURNS FROM INSCRIPTIONS

HARVEY L. HIRST, of Bayuk Cigars, Incorporated, has returned from the tobacco inscriptions at Amsterdam and reports an ample supply of fine wrapper stock was obtained for his company, thus assuring dealers, and also the consumer, that the Bayuk quality will be continued.

Samuel Bayuk, president of Bayuk Cigars, Incorporated, accompanied Mr. Hirst on his trip to Amsterdam, and is still sojourning in Europe. He is expected to return later in the month.

CIGARETTE PRICES MAINTAINED

The fears of the independent cigar and tobacco dealers that the recent reduction in cigarette prices by the manufacturers would be passed on to the consumer by the chain stores seem to have been groundless, as there have been no reductions in the former prices of cigarettes to the consumers, except possibly in a few isolated cases by the extreme cut-price dealers.

Both the United Cigar Stores Company and the Schulte Cigar Stores Company have announced that there will be no change in the established price of cigarettes in their stores throughout the country and they will continue to maintain the price of 15 cents a package, or two for a quarter, on the popular-priced brands.

If these prices can be maintained, the recent reduction will aid materially in lightening the load of the independent retailer by increasing his profits on his cigarette sales, which was sorely needed, and which will come at a most opportune time for many.

ABE CARO LEAVES FOR SOUTHLAND

Abe Caro, salesmanager for A. Santaella & Company, who has been spending some time recently in Philadelphia with the distributors of his firm's product, "Optimo," has left for a trip through the southern states, and expects to be gone five or six weeks.

The "Optimo" brand continues to be among the leaders with Yahn & McDonnell, of North Seventh Street, the local distributors.

MANNIE PEREZ A VISITOR

Genial Mannie Perez, of Marcelino, Perez & Company, Tampa, Fla., was in town for a few days last week visiting the hotel and club trade in the interest of his brands "Tuval," "Count Ponchartrain," etc., and, as usual, left with his share of the high-grade Havana business.

EISENLOHR EARNINGS DECLINE

REPORT of Otto Eisenlohr & Brothers, Incorporated, and its subsidiary, the Webster Cigar Company, of Detroit, shows net income to surplus for the first quarter of 1928, after depreciation, of $15,474 as compared with $104,586 for the same period of last year. This is equivalent to 74 cents a share (par $100) earned on the 20,700 shares of 7 per cent. preferred stock outstanding as compared with 27 cents a share (par $25) for the same period of last year on the common stock after allowance for preferred dividend requirements. Gross profit from manufacturing in the first quarter this year was $207,815 as against $383,054 for the same period of last year.

NEW SIZE FOR "HABANELLO"

George Zifferblatt & Company, manufacturers of the "Habanello" brand, have added a new size to their already fine line of sizes of this brand. The new size is known as the "King" and is taking on well among consumers here. The "Habanello" brand has been enjoying a steadily increasing demand in this territory for some time, as it is a quality product, which the consumer appreciates.

TABAKIN MAKES OHIO LEAF SURVEY

Harry Tabakin, of the leaf department, of Bobrow Brothers, has returned from a trip through the leaf tobacco district of Ohio where he made a survey of the Zimmer stocks in which his company is interested.

Charles Bobrow also recently made a trip through the New England States where he visited the distributors of the "Bold," "La Tosello," etc.

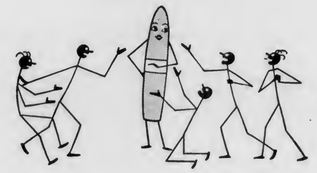
YAHN & McDONNELL DISPLAY NEW LIGHTER

The Yahn & McDonnell retail stands are featuring a new pocket lighter, known as the Beau Geste. The new lighter is especially designed for the ladies and is, of course, somewhat smaller than the ordinary lighter offered for the use of the male sex. It is finished in nickel and gold.

"LUCKY STRIKE" BOOSTERS HERE

F. S. Caldwell, Eastern sales manager for the American Tobacco Company, spent the week of May 1st here with his men calling on the trade and boosting the sale of "Lucky Strikes." "They're Toasted."

Cigars that have "IT"



Webster didn't say it, but the modern definion of "IT" is that indescribable something which makes a person or thing a winner.

Bayuk cigars certainly have "IT"! Individuality that stands out like a popular hero in a crowd! Distinctiveness that draws smokers to them like a magnet! And the reason is: *It's Ripe Tobacco!*

The finest type of tobacco is apt to make a poor-tasting cigar if it contains under-ripe or over-ripe leaves. Under-ripe leaves are usually bitter, raspy. Over-ripe leaves are usually "flat", insipid. But fully-ripe middle leaves of the plant are tobacco at its best. Graded, cured, and age-mellowed as Bayuk does it, they produce the true, full, mild flavor and aroma that make cigar smoking thoroughly enjoyable.

© 1928

Ripe **leaves are the only kind that go into Bayuk cigars. Tell a customer that and you have no trouble getting him to try his first Bayuk cigar. After that he'll be a Bayuk cigar enthusiast. He gets the significance of "ripe tobacco" right off the bat. He sees the individuality in these cigars. He knows by their taste that they're not ordinary cigars. He'll buy Bayuks time and time again . . . And once you get a flock of customers buying Bayuk brands regularly—steadily—without further sales effort on your part—you have a business that not only travels on its own momentum, but one that grows and grows as each satisfied smoker passes the Bayuk "ripe tobacco" idea to his friends.**

Bayuk Brands Build Business. **Thousands of cigar retailers are ready to testify to that fact.**

BAYUK BRANDS BUILD BUSINESS

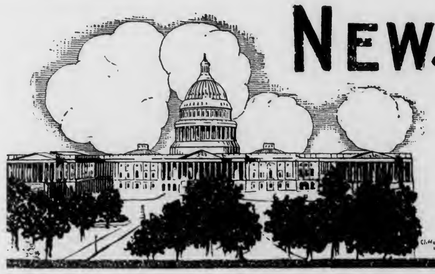
CHARLES THOMSON HAVANA RIBBON BAYUK PHILADELPHIA HAND MADE

MAPACUBA PRINCE HAMLET

BAYUK CIGARS *Inc.*

PHILADELPHIA

Makers of fine cigars since 1897



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

A THOROUGH investigation of the chain store situation in the United States by the Federal Trade Commission is sought by Senator Brookhart of Iowa in a resolution he has introduced in Congress.

Since 1921, it is pointed out by the Senator, the retail sales of all chain stores have increased from approximately 4 per cent. to 16 per cent. of all retail sales, and there are estimated now to be some 4000 chain systems with over 100,000 stores, the chains having been greatly increased in size by numerous consolidations, particularly in the last few years. These chain stores, the Senator alleges, now control a substantial proportion of the distribution of certain commodities in certain cities, are rapidly increasing this proportion of control in these and other cities and are beginning to extend this system of merchandising into the country districts as well. The continuance of the growth of chain store distribution and consolidation may result in the development of monopolistic organizations in certain lines of retail distribution.

The Federal Trade Commission, under the resolution, would be directed to undertake an inquiry to determine the extent to which such consolidations have been effected in violation of the anti-trust laws, the extent to which consolidations or combinations of such organizations are susceptible to regulation under the Federal Trade Commission Act or the anti-trust laws and what legislation, if any, should be enacted for the purpose of regulating and controlling chain store distribution.

The commission also would be required to report to the Senate the extent to which the chain store movement has tended to create a monopoly or concentration of control in the distribution of any commodity either locally or nationally; evidences indicating the existence of unfair methods of competition in commerce or of agreements, conspiracies or combinations in restraint of trade involving chain store distribution; the advantages or disadvantages of chain store distribution in comparison with those of other types of distribution as shown by prices, costs, profits and margins, quality of goods and services rendered by chain stores and other distributors or resulting from integration, managerial efficiency, low overhead or similar causes; how far the rapid increase in the chain store system of distribution is based upon actual savings in costs of management and operation and how far upon quantity prices available only to chain store distributors; whether or not such quantity prices constitute a violation of either the Federal Trade Commission Act, the Clayton Act, or any other statute, and what legislation, if any, should be enacted with reference to such quantity prices.

Senate Passes Postal Rate Reduction

Reductions in postal rates which will save users of the mails $38,850,000 annually are provided for in the postal rate bill passed by the Senate May 2. The measure is a revision of the bill recently passed by the House, carrying reductions totaling $13,585,000.

The outstanding feature of the bill passed by the Senate is the restoration of the 1920 rates on second class pound matter, in lieu of the House provision restoring the 1921 rate. Under the Senate's provision advertising matter in periodicals would carry the following rates: Zones one to two, 1½ cents, against the existing rate of 2 cents per pound; zone three, 2 cents, against 3 cents; zone four, 3 cents, against 6 cents; zone five, 3½ cents, against 6 cents; zone six, 4 cents, against 6 cents; zone seven, 5 cents, against 9 cents; zone eight, 5½ cents, against 9 cents. The new rates would mean an annual saving to publishers of $7,610,000.

The Senate bill also reduces the rate on third class printed matter from 1½ cents to 1 cent for each 2 ounces or fraction thereof, against the House rate of 12 cents per pound. There is no change in the rate of 8 cents per pound for books, catalogues, seeds, cuttings, etc. The Senate bill also eliminates the 2-cent service charge on parcel post packages. Other rate reductions in the legislation include the restoration of the 1-cent rate for private mailing cards, for which 2 cents now is charged, the establishment of a C. O. D. service for the postage on business reply cards and a penalty for short payment of first class mail.

Corporation Excise Tax to Be Defended

The constitutionality of those provisions of the Revenue Act of 1921 levying a special excise tax upon corporations "with respect to carrying on or doing business" will be defended before the United States Supreme Court by the Department of Justice.

Suit to have the tax declared unconstitutional was initiated in 1923 by a New York exporting concern, and following dismissal of the complaint by the lower court, a petition for review has been filed with the Supreme Court. The question presented in the case is whether the imposition of the tax upon the petitioner is in violation of the constitutional prohibition against laying a tax upon articles exported from any State. The Department of Justice has filed a brief in opposition to the review of the case, contending that the tax imposed constituted one of the ordinary and general burdens of government from which corporations otherwise subject to it are not exempted by the Federal Constitution because they happen to be engaged in the exporting business.

DROP IN CIGARETTE PRODUCTION DENIED

FOLLOWING a report by Gilliam Grissom, Collector of Internal Revenue for North Carolina, that collections for that district for the month of April were $671,768 less than for the same month of 1927, officials of the American Tobacco Company immediately stated that shipments of cigarettes from their factories in North Carolina showed an increase in excess of 365,000,000 cigarettes for April, 1928, as compared with April, 1927, and that shipments from their factories outside North Carolina showed as great a proportionate increase.

Mr. Grissom's statement was to the effect that it was the first time in years that collections had fallen below the same month for the preceding year, and that the decrease was due to the reduced sale of cigarettes.

He further stated, however, that "We do not think the reduction is due to any sudden decrease of the number of cigarettes smoked and I do not believe it is due to any overproduction in the past. We have the belief that this reduction is due to a readjustment of plants and machines in preparation for immediate increased production."

PENN TOBACCO BONDS OFFERED

Last week an offering of $500,000 Penn Tobacco Company first (closed) mortgage 6 per cent. gold bonds to mature April 1, 1943, was offered by Janney & Company, priced at 100 and interest.

The bonds are redeemable on thirty days' notice at 103 and interest on or before April 1, 1938; thereafter with successive reductions of one-half of 1 per cent. per annum until maturity.

The Penn Tobacco Company is engaged in the manufacture and sale of smoking and chewing tobacco at Wilkes-Barre, Pa., and has recently purchased control of several other tobacco companies in various parts of the country engaged in the same lines of manufacture.

Sinking fund payments, as provided, will total $450,000.

N. C. L. T. A. CONVENTION JUNE 4 AND 5

The annual convention of the National Cigar Leaf Tobacco Association will be held in Dayton, Ohio, on June 4th and 5th, and the usual large attendance is anticipated.

A splendid entertainment program is being arranged and a good time is assured all those who attend, as well as an interesting and instructive business session.

Delegates from New York City will leave Sunday afternoon, June 3d, arriving in Dayton early Monday morning in time for the opening session of the convention.

CONSOLIDATED INCREASES EARNINGS

Net profit of the Consolidated Cigar Corporation and its subsidiaries for the quarter ending March 31, 1928, was $658,953 after interest, Federal taxes, and depreciation, which is equivalent after allowing for dividend requirements on the 6½ per cent. prior preferred and 7 per cent. preferred stocks, to $1.77 a share on the 250,000 no-par value shares of common outstanding. Net for the same period last year was $523,629, or $1.83 a share on the common stock after preferred dividends.

CREDIT ASSOCIATION JAILS 208 CROOKS IN PAST YEAR

New York, May 11.

CONVICTIONS of 208 commercial criminals throughout the United States and indictments against 419 persons charged with business fraud were secured by the National Association of Credit Men in the past twelve months, according to the annual report of Samuel Ardron, Jr., comptroller of the association, for the fiscal year ended April 30.

The report, made public today, says that since the national credit protection fund of $1,400,000 was raised by the association three years ago, 444 commercial criminals have been convicted on the strength of evidence secured by the credit organization, and indictments have been returned against 1142 persons, of whom 536 are awaiting trial.

It says further that during the past twelve months 640 requests for investigations of bankruptcies were received by the association from business houses, and that in the preceding yearly period the number of requests was 789.

"The decrease in the number of cases investigated is significant for two reasons," the report says. "First, a great many fake failure artists are being sent to prison; and second, other dishonest business men are being discouraged from perpetrating fraud by fear of this new force in business.

"Although the number of cases handled has diminished, the number of convictions secured has grown from 148 in the 1926-27 period to 208 in the past year. Indictments have increased from 405 in the former period to 419 in the twelve months just closed.

"It is difficult to estimate accurately the sum saved for business concerns by the forced retirement of several hundred active bankruptcy crooks, but it is reasonable to believe, in view of the lessening number of fraudulent failures, that vigorous prosecution efforts have prevented the loss of many millions of dollars."

Mr. Ardron points out that the cost of carrying on the work of the association's credit protection department has been less than the sum recovered from bankrupt estates in the form of hidden assets. He says that in the past three years the association's investigators have recovered and turned back to estates $920,000 in concealed assets.

"Recovering assets is incidental to the chief objective of credit protective activities, which is to punish commercial criminals by sending them to prison," he asserts.

"One of the principal difficulties met in the work is the unwillingness of a certain type of creditor to assist in prosecuting a crooked bankrupt who may have fleeced him of thousands of dollars.

"In a recent fake failure case only one of 117 interested creditors wanted to prosecute. The others hoped to recover a small part of the money owed them by allowing the crook to go free.

"This practice of accepting compromise settlements from dishonest bankrupts leaves the crook free to continue his operations at the expense of his original victims and others, after he has re-established his business under a new disguise."

The report says that more than 90,000 creditor concerns in all parts of the United States have been financially interested in bankruptcies by the National Association of Credit Men.

It is further stated that of the 208 convictions secured in the 1927-28 period, 113 were in the East, 82 in the Middle West, and 13 on the Pacific Coast.

"Luckies Are Preferred On The Golf Course," Says Johnny Farrell, Golf Star

"It seems to me that all my friends on the golf course and off prefer Luckies to all other cigarettes. It is easy to understand this from their wonderful flavor and aroma and besides they never irritate the throat."

Johnny Farrell

"The Cream of the Tobacco Crop"
for Lucky Strikes says Leaf Tobacco Buyer

"The sale of LUCKY STRIKE Cigarettes has increased to a phenomenal degree. I am a leaf tobacco buyer and am instructed to buy the 'Cream of the Crop' for this Brand and I am following my instructions to the letter."

G. L. Davis

"It's toasted"

No Throat Irritation - No Cough.

©1928, The American Tobacco Co., Inc.

News from Congress

(Continued from page 8)

Committee Favors Price Maintenance Legislation

Legislation permitting producers of trade marked or branded goods to fix the prices at which their commodities may be resold is favored in a report made to the House Committee on Interstate and Foreign Commerce by a subcommittee which has been in charge of the legislation.

The legislation at best is of a negative nature, it is pointed out in the subcommittee's report, and while it may remedy the price-cutting evil to a certain extent it is certain that the public at large cannot be harmed by it. The measure permits the vendor to sell trademarked or branded articles under agreement that the vendee will not resell except at a stipulated price, but there are no specific penalties provided and the only remedies which a seller has are his civil remedies. It is believed by the subcommittee that, as a matter of fact, the only practical remedy which any seller would have would be to decline to sell again to any vendee who violated his agreement.

Testimony taken by the subcommittee shows that dealers suffer destructive competition from chain stores and other large distributors with great capital, who often offer standard goods of a nationally advertised brand at prices which represent cost, or in some cases less than cost, for the purpose of attracting customers, and make up their loss on the standard article by greater profits on staple goods on which there are no standard or advertised prices. It is believed that the legislation will not enable manufacturers or dealers to charge unfair prices, but will tend to diminish unfair competition and thus in the end benefit the public, and will place the smaller manufacturer of trade-marked articles more nearly on an equality with his large competitors.

Investigation of Unemployment Sought

A thorough investigation of the unemployment situation is sought by Representative Jacobstein, of New York, in a resolution introduced in the House of Representatives.

It is pointed out by Congressman Jacobstein that whereas many investigations of unemployment have been made during recent years by public and private agencies, and many systems for the prevention and relief of unemployment have been established in foreign countries and a few in this country, it is desirable that these investigations and systems be analyzed and appraised.

The investigation would cover the continuous collection and interpretation of statistics of unemployment, the organization and extension of systems of public employment agencies, Federal and State, the establishment of systems of unemployment insurance and other unemployment reserve funds, the planning of public works with regard to stabilization of employment, and the feasibility of co-operation between Federal, State and private agencies with regard to these matters.

(Continued on page 18)

FATHER'S DAY—JUNE 17TH

The following bulletin has been received from the Tobacco Merchants Association of the United States, urging the tobacco industry to get behind the Father's Day movement, which is being sponsored by the National Board of Tobacco Salesmen's Associations, and give it the co-operation and support which the movement deserves:

"Year by year the idea of designating a fixed day for special remembrance of one's parents has been steadily growing in popularity, with the result that both Mother's Day and Father's Day are now firmly established and being universally celebrated and observed.

"To encourage the observation of both of these days is indeed a most worthy act. The tobacco industry can do a great deal in that regard, particularly with respect to Father's Day, which has been fixed for the third Sunday in June—June 17th, by employing some of its extensive advertising mediums to remind sons and daughters to remember Father on Father's day with a suitable tobacco gift.

"With this thought in mind, we respectfully suggest the advisability of tobacco advertisers making arrangements to devote space in their advertising mediums on Father's Day, and at least the week immediately preceding it, to the stimulation of Father's Day observance, and the remembrance of Father with an appropriate tobacco gift.

"At the same time we desire to direct the attention of the trade to the fact that the National Board of Tobacco Salesmen's Associations, which has done a great deal to stimulate activities in the tobacco trade to popularize Father's Day observance, has prepared some real attractive window posters and other material for use in connection with Father's Day. This material may be secured at moderate prices by applying to Mr. E. M. Freeman, Director, Father's Day Committee, 73 Warren Street, New York City.

"Remember the date—June 17th—Father's Day.

"TOBACCO MERCHANTS ASSOCIATION OF THE U. S."

PORTO RICAN CROP REDUCED

Advices from Porto Rico indicate that the tobacco yield has been practically all harvested and placed in the barns awaiting wet weather before warehousing.

Due to the severe drought, reliable sources indicate that the tobacco crop will be reduced from the previous forecast of 24,000,000 pounds of leaf, and that the stocks of old tobacco still on hand are approximately 1,500,000 pounds.

CONGRESS NET OFF

Net earnings of the Congress Cigar Company for the first quarter of 1928 was $414,673 after charges and taxes, which is equivalent to $1.18 a share on the common stock as compared with $569,843, or $1.62 a share for the same period of last year.

March net profit was $194,024 after Federal taxes, as compared with $210,238 for March, 1927.

MR. AND MRS. WEMMER RETURN

Mr. and Mrs. Henry G. Wemmer returned to the good old U. S. A. on last Monday from an extended trip to Europe, where Mr. Wemmer attended the tobacco inscriptions at Amsterdam.

Mr. Wemmer is vice-president of the Deisel-Wemmer Company, of Lima, Ohio, manufacturers of the "San Felice" and "El Verso" brands of cigars.

"All the day through"

YOU'LL always find P. A. and me together, following the sun around. But we differ from the fellow in the song. We're *never* blue! No, *Sir!* P. A. and I joined hands when linen dusters were standard equipment for the Sunday drive. I'm still broadcasting my prescription for pipe-joy.

I like to lift the hatch on a tidy red tin and treat my detector to that Prince Albert aroma. Then I light up. . . . Cool as the click of a taxi-meter. Sweet as the words: "This ride's on *me*." Mild and long-burning, with a rich, full-bodied flavor that's just great!

From the first pull after the bacon-and-coffee till the house-slipper kick-off at the end of the day, P. A. hands me plenty of silver-lined smoke-clouds. No matter what your present program, pour some of the National Joy Smoke into your pipe. Then you'll know I'm not just talking words.

This tin contains TWO full ounces of jimmy-pipe joy.

PRINCE ALBERT

—no other tobacco is like it!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

MURIEL
CIGARS

ROTHSCHILDS SIZE 10¢

Thousands are changing to *Muriel* . . . It pays to display them. Mild but not too mild . . . rich but not too rich. Rothschilds size foil-wrapped to seal in the flavor and prevent breakage . . . P. Lorillard Company, Inc., 119 West 40th St., N. Y. C.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
GORDON W. STEWART, Hartford, Conn. ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York City ..... Secretary and Treasurer

AL SMITH GETS CIGAR THAT WILL LAST

When Governor Al Smith, of New York, arrived at Hickory, N. C., last week on his way home after his tour of the southern states, he was presented with a cigar a foot long, by W. A. Self, an attorney of Hickory.

"How long will that cigar last?" asked the Governor. "Until you get to Salisbury," replied Self. "Why that cigar ought to last until I reach Washington," remarked Governor Smith, with a twinkle in his eye.

UNITED DRUG BUSINESS GOOD

George M. Gates, vice-president of the United Drug Company, who sailed from New York last week on board the "Aquitania," said: "United Drug is doing a highly satisfactory business and, from present indications, earnings for 1928 should exceed those of the previous year."

"SILVER KINGS" REDUCED IN PRICE

Miltiades Melachrino, Incorporated, of New York City, manufacturers of the "Silver King" cigarette, announce a reduction in the price of that brand to $6 a thousand, thus following the lead of the other manufacturers and allowing an increased profit to the retailer.

J. A. VOICE NOW PRESIDENT OF CONSOLIDATED

Jacob A. Voice, of the Consolidated Lithographing Corporation of New York City, was elected president of the company last week. He was formerly vice-president and general manager of the firm, and succeeds Henry Steiner, who now becomes chairman of the Board of Directors.

NEW COMPANY FOR READING

A new cigar company has been incorporated in the city of Reading, Pa., to be known as the Reading Cigar Company, capitalized at $20,000. The incorporators are William F. Renninger, Jacob C. Winter, Leroy S. Rhoades, Clarence J. Jennings and Paris Hildebrand.

SCHULTE-UNITED STORES ACQUIRE CAMDEN SITE

The Schulte-United Five-Cent to One-Dollar Stores, have acquired a site for one of their chain of stores on Broadway, in Camden, N. J. The site is located near the Woolworth and Kresge five- and ten-cent stores already located there.

PARK & TILFORD INCREASES STOCK

At a meeting of stockholders of Park & Tilford held last week an increase in the capital stock of the company was authorized of 50,000 shares, increasing the total amount of capital stock authorized to 250,000 shares.

SCHULTE ELECTS ADDITIONAL DIRECTOR

At the annual meeting of the Schulte Retail Stores Corporation, held last week, Arthur D. Schulte was elected an additional director of the company. All retiring directors were re-elected.

CLARK LIGHTER DIVIDEND

An initial quarterly dividend of sixty-five cents has been declared by the Clark Lighter Company, Incorporated, on the convertible A stock, payable June 15th to stockholders of record May 18th.

THE TOBACCO INDUSTRY IN INDIA

ACCORDING to estimates secured by Assistant Trade Commissioner Warren G. Patterson from the agricultural adviser to the government of India and the managing director of the Indian Leaf Tobacco Company, the production of tobacco in India amounts to more than a billion pounds annually. Official statistics of the area planted to tobacco in 1925-26 show 1,064,800 acres. The area planted to tobacco in the United States for 1926 amounted to 1,656,400 acres and the production was 1,297,889,000 pounds. The types of tobacco produced in India are, on the average, heavier than the types grown in the United States. It was conceded by both Mr. Patterson's informants that the greater part of India's crop is consumed within the country. India has more than twice as many people as the United States. The annual leaf exports of India average 35,500,000 pounds.

There are cigarette and cigar factories in the large cities, but much of the crop is consumed in the form of Jarda, a smoking and chewing tobacco prepared by primitive native processes. Jarda also enters into the manufacture of bidies, or country cigarettes.

Several large cigarette factories are located at Monghyr and Bangalore, and there are small ones in Calcutta, Burma and Bombay. The total output of cigarettes by power-driven machinery is estimated to be about 4,500,000,000 annually.

Madras has two large cigar factories and there is a smaller one in Rangoon. Fourteen smaller factories in Madras employ 477 workers; and sixteen in Burma employ 538 workers. Cigarmaking is also a cottage industry in Madras, Burma and Bombay, in which provinces 14,468 workers are employed in tobacco manufacture.

In Bengal 95 per cent. of the leaf tobacco is used for cigars; a portion of it is shipped to Burma and used in the manufacture of Burma cheroots. In southern India a pretty good grade is found and the yield is split equally between cigars and cigarettes. In western India, particularly in the region of Baroda, a low grade is found which is used partly for snuff and low-grade cigarettes known as biri; the equivalent of a half cent United States currency will purchase a package of fifteen or twenty. The Indian tobacco leaf is generally inferior and used locally for chewing, smoking, cheroots and low-grade cigarettes.

There is at present only a small demand for American cigarettes, consumption being restricted largely to the American community. There is a possible development during the course of the next few years among the well-to-do Indian class provided energetic sales efforts are made and supplemented with effective advertising. Cigarette imports are increasing, but the United Kingdom furnishes over 95 per cent. of the supply. All cigarettes not packed to resist the heat and humidity of the climate deteriorate rapidly and become unsalable.

CAMDEN JOBBER TAKES ON "ROSE-O-CUBA"

The "Rose-O-Cuba" cigar, manufactured by Fleck Cigar Company, of Reading, has been placed with F. Hartman & Son, prominent tobacco jobbers of Camden, N. J., who will distribute this well-known brand in their territory. The "Rose-O-Cuba" has long enjoyed a splendid demand in Philadelphia and its popularity will now be extended to points in South Jersey.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OP'TIMO CIGARS — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA
CIGAR

CIGARS INCREASE

CIGAR BUSINESS in United Cigar Stores and agencies increased 13 per cent. in February, according to *The United Shield*, and in order that the other retailers throughout the country may know the "why and wherefore" of this increase we give the following pertinent facts gleaned from *The Shield:*

"What United men are most interested in now is the splendid February increase and what it denotes.

"*First*, it is an indication that whatever occurred in other lines, cigar business was good in the United.

"*Second*, it indicates that the smokers who trade in United Stores and Agencies were prosperous enough to buy more cigars than they did in the same month of 1927—and United customers are engaged in every line of business.

"*Third*, and very important, it indicates that United store agency men are getting more and more down to the 'brass tacks' of the cigar business, *i. e.*, they are studying their cigars, studying cigar salesmanship and making the right approach to the customer. More than all else, the accompanying box sales increase shows that smokers are being brought to see the advantage to themselves in buying their cigars by the box—the practice that insures greater uniformity in their smokes, and in many instances, a considerable money saving.

"No one disputes that cigar smokers are the best satisfied of any class of smokers for many reasons. The cigar is a man's smoke. Whether it is a mild cigar, a medium cigar, a heavy cigar, a light color cigar, a maduro color cigar, or any of the colors in between—the smoker of it gets the real satisfaction, the 'kick' if you will, that he wants to get out of his smoking.

"The strong men—the intellectual giants, so to speak, and the doers of big things are almost invariably cigar smokers. A cigar is the hall-mark of character and so stamps the man who smokes it.

"The big thing then for United Stores and Agencies to do is to keep up an unceasing campaign to *make more cigar smokers*. Get the fellow who does not smoke cigars at all to buy one occasionally and go to the trouble of telling him of its real quality and of the greater satisfaction derived from cigar smoking.

"After a while you'll find him getting interested—buying cigars more frequently, because, with occasional suggestions from you, he will gradually become converted to the overwhelming superiority of the cigar as a man's smoke.

"That is the time to make him a box customer and you know how to do it. And a box customer is a cigar smoker forever after.

"All of this may seem to be getting away from the February cigar increase, but really it is not. The point is that we want to follow that increase up and two ways to do it are by making more box customers out of the present one-at-a-time smokers and by actually increasing the number of new cigar smokers."

The progressive retailer of tobacco products will most certainly realize after reading the above that his business can be increased if he will study his customers and try to increase the number of cigar smokers.

HARRY BLUM TO SAIL SOON

Harry Blum, manufacturer of the well-known "Natural Bloom" cigar, of New York City, will sail for a three months' tour of Europe on Tuesday, the 29th of this month, on board the SS. "Reliance." He will be accompanied by Mrs. Blum on the trip.

AUSTRALIA CONTINUES TOBACCO EXPERIMENTS

The Canadian tobacco expert employed as director of tobacco investigations by the Commonwealth of Australia to direct the investigations which are being made regarding tobacco growing, reached Sydney on March 1, 1928, states American Consul Doyle C. McDonough in a report released by the Tobacco Section of the Department of Commerce. Until he accepted the Australian appointment he was chief of the tobacco branch in the Department of Agriculture in Canada. When interviewed by the Sydney press, the expert declined to indicate what methods he would use to solve the problems that would meet him in Australia, on the ground of lack of knowledge of Australian tobacco.

According to statements in the press made in connection with the interview, among the problems which will confront the expert during the three years' period of his appointment, will be to decide whether the deficiencies in aroma that have so far caused the Australian smoker to object to the admixture of Australian-grown tobacco in his favored blends are the result of improved treatment, or whether they are the result of tobaccos being grown on lands unsuitable for the purpose.

Australia produces only about 12 per cent. of her own requirements of leaf tobacco; New South Wales, which is the largest grower, produces about 1,330,000 pounds annually; Victoria, 465,000 pounds, and Queensland, 211,000 pounds. In South Australia, where tobacco growing is only in the experimental stage, five tons of tobacco were harvested by the twenty growers during the last season, the crop, both for quality and quantity, constituting a record for that State.

Various newspaper reports regarding the Australian tobacco crop indicate that good returns are anticipated from the areas planted. Crops in Western Australia, except in a few instances where farmers have neglected their plants in the early stages of growth, have made good settings. Pests have not been so prevalent this season.

Crops in the Ararat district of Victoria are reported to be showing a vigorous and healthy growth, and it is anticipated that about 700 pounds to the acre will be gathered.

THE CUBAN TOBACCO TRADE FOR 1927

The total tobacco exports from Cuba during the calendar year 1927 amounted to $36,425,000, a decrease of 3.8 per cent. compared with the five-year period 1922-1926, according to official data interpreted by the Tobacco Section of the Department of Commerce. Exports of leaf tobacco, although increasing in quantity by 18.7 per cent., declined in value by 5.9 per cent. Exports of leaf in 1927 amounted to 40,087,000 pounds, valued at $25,538,000.

The United States is the principal buyer of Cuban tobacco. Moreover, the United States spends more money for tobacco in Cuba than in any other country of the world, not excepting the expensive wrappers obtained from the Netherlands. Exports of leaf to the United States in 1927 amounted to 27,487,000 pounds, compared with an average of 22,970,000 pounds exported to this country during the previous five years.

The United States is also an important market for Cuban cigars, taking about 34 per cent. of Cuba's total cigar exports. No other country except the United Kingdom is as important a market for Cuban cigars.

TAX REDUCTION AGREED UPON

(Continued from page 4)

taxes on individual incomes in the so-called intermediate brackets, *i. e.*, between those for $21,000 to $80,000, to apply retroactively on 1927 incomes, that is, incomes on which taxes are payable this year.

House Bill Reductions Approved by the Senate Finance Committee

The House Bill completely repeals the current 3 per cent. tax on automobiles.

The Senate Finance Committee approves of the complete repeal of this tax.

The House Bill repeals the existing tax of 1/10th of 1¢ per gallon on cereal beverages.

The Senate Finance Committee approves of the complete repeal of this tax.

The House Bill reduces the tax on wines to the pre-war rate.

The Senate Finance Committee approves of this reduction.

The House Bill retained the 10 per cent. tax on admissions to amusements. However, the tax exemption on such tickets fixed in the present law at 75¢ has been increased to $1. In addition, the tax on fight tickets selling above $5 is made 25 per cent.

The Senate Finance Committee has approved of the House provisions in this respect, except that it has provided for further increasing the tax exemption on such tickets to $3.

House Bill Reductions Rejected by the Senate Finance Committee

The House Bill cuts in half the present tax on club dues, reducing the same from 10 per cent to 5 per cent.

The Senate Finance Committee has rejected this reduction and provided for a continuance of the tax now in force.

The House Bill cuts in half the existing stamp tax on capital stock sales or transfers, the new rate being 1¢ per $100 of face value or fraction thereof, in place of the present rate of 2¢ per $100.

The Senate Finance Committee disapproves of this tax reduction and retains the tax as it now exists.

The House repeals the present stamp tax of 1¢ per $100 or fraction thereof on sales of produce on exchanges.

The Senate Finance Committee disapproves of the repeal of this tax and retains the same as it now exists.

Estate Taxes:

Although the Secretary of the Treasury strongly recommended the repeal of the estate tax, both the House Bill and the Senate Finance Committee have provided for its continuance.

Consolidated Returns:

The privilege granted to affiliated corporations of filing consolidated returns which the House Bill denied after 1928 is restored by the Senate Finance Committee, with certain amendments necessary to eliminate the administrative problems of the present law.

Dividends Out of Surplus:

The provisions of the present law relative to dividends out of surplus accumulated prior to March 1, 1913, eliminated by the House, are restored by the Senate Finance Committee.

Tax on Accumulated Surplus:

The changes made by the House Bill in the present law dealing with the tax on accumulated surpluses have

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

JOBBERS WANTED

HAVING LOCATED IN DALLAS, TEXAS, WOULD LIKE TO hear from Cigar Factories making Class C and up, requiring representation in this live State with its many growing cities. Must be exceptionally high class merchandise, because the "Big Boys" are certainly after the business down here too, and goods must be attractive propositions to even get a hearing with the better class jobbers.

Would also like Specialties suitable for carrying with cigars as side line. What have you? Address John H. Baker, 109 North Harwood Street, Dallas, Texas.

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TOBACCO EXPERT, AGE 26, COLLEGE EDUCATION, sales correspondent, experienced leaf tobacco salesman and buyer for leading German cigarette concern. Thorough knowledge of leaf tobacco, including the blending and treatment of same. Thoroughly familiar with European tobacco market, desires connection with cigarette manufacturing company or leaf tobacco exporter. Languages: English, German and French. Can furnish best of references. Address Box No. 521, "The Tobacco World."

FOR SALE

1918-19-20-22 SOUTHERN WISCONSIN GROWN SPANISH Leaf Tobacco—188 cases, approximately 300 pounds each. For sale by L. G. Anderson, 2127 Iowa Street, Chicago, Ill.

The Tobacco World

Established 1881

VOLUME 48 MAY 15, 1928 No. 10

TOBACCO WORLD CORPORATION
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Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

.REGISTRATIONS

BANCITALY:—45,222. For all tobacco products. April 25, 1928. American Litho. Co., New York, N. Y.

ROYAL ASCOT:—45,223. For all tobacco products. April 3, 1928. Ruy Suarez & Company, Tampa, Fla.

FLOR DE ASCOT:—45,224. For all tobacco products. April 3, 1928. Ruy Suarez & Company, Tampa, Fla.

JOEY SANGOR SPECIAL:—45,225. For cigars. May 2, 1928. M. Gold, Milwaukee, Wisconsin.

CHICKEN DINNER:—45,226. For cigars. May 5, 1928. F. X. Smith's Sons Co., McSherrystown, Pa.

AFFAIRS IN CHINA

Foreign cigarette companies continue to expand operations gradually, with distribution and sales going actively in pushed areas undisturbed by activities of the military, according to a radiogram from American Trade Commissioner Frank S. Williams in Shanghai, dated April 21, and released by the Tobacco Section of the Department of Commerce. Negotiations have been completed between the Nationalist Minister of Finance and Chinese bankers providing for the bank issue of $19,000,000 in silver, with the tobacco tax as security. It is stipulated that the loan shall be repaid in thirty-two months and the bonds bear interest at 8 per cent. The maximum interest and sinking fund charges will amount to $620,000 in silver monthly, which is easily met by tax returns. The fact that sinking fund trustees will have full control of the tobacco tax revenue is regarded by foreign tobacco interests as providing for stabilization of the tobacco tax and eliminating politics from the tobacco industry during the peroid of the loan. The first allotment ($3,500,000) was issued at 98 and taken up by native banks.

ANOTHER CORPORATION IN VIRGINIA

A charter has been granted the Fairmount Tobacco Company, Incorporated, of Richmond, Va., with 500 shares of common stock of no-par value, and $50,000 preferred stock, by the Virginia State Corporation Commission, with authority to dry and cure leaf tobacco, and to buy, manufacture, sell and otherwise deal in tobacco and tobacco products.

H. W. Cobb, of Richmond, is president of the new Company, and J. L. Payne, of Drakes Branch, Va., is secretary.

FATHER'S DAY, JUNE 17, 1928. "REMEMBER DAD—HE SMOKES"

TAX REDUCTION AGREED UPON

(Continued from page 17)

been stricken from the bill by the Senate Finance Committee, the committee in its report stating:

"The House Bill (Sec. 104), through an artificial definition of personal holding companies, attempted to strengthen the provisions of the existing law (Sec. 220) relating to the evasion of surtaxes through the formation of corporations and the accumulation of income. As in the case of all arbitrary definitions, the effect was to penalize corporations which were properly building up a surplus and to fail to recognize business necessities and sound practices. The necessity for the provision is rapidly disappearing, as the disparity between the individual and corporation rates decreases. Furthermore, although it is recognized that the present law is difficult of administration, its preventive effect is very real, and the number of cases to which it is being applied is increasing appreciably, primarily because the 1924 and 1926 acts have made the provision more possible of application. Accordingly, your committee recommends that the provision of the House Bill be eliminated and the provisions of the existing law be restored."

Further Developments to Be Reported

In line with our usual policy, we will continue to issue, from time to time, advices regarding developments of importance in connection with this measure.

TOBACCO MERCHANTS ASSOCIATION OF THE U. S.

News from Congress

(Continued from page 12)

Committee Recommends Concentration of Tobacco Statistics

Favorable action on the bill introduced last December by Representative Gilbert, of Kentucky, to concentrate in the Department of Agriculture the collection and publication of all statistics of tobacco, has been recommended by the House Agricultural Committee.

Under the terms of the measure quarterly reports of stocks of leaf tobacco, separating new crops from old crops, would be issued, the grades being specified in accordance with standards for the classification of tobacco to be established by the Secretary of Agriculture.

Bill to Provide for Packages of Twenty Cigars

Amendment of the law relating to cigar packages so as to permit the packing of cigars in boxes of twenty is provided for in the revenue bill now pending in Congress. The provision was inserted by the Senate Finance Committee, and amends Section 3392 of the Revised Statutes so as to permit the packing of cigars in lots of 3, 5, 7, 10, 12, 13, 20, 25, 50, 100, 200, 250 and 500.

The provision will make no difference in the revenues of the Government, but was inserted in order to meet a demand on the part of the cigar manufacturers for a package of twenty.

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JUNE 1, 1928

VOLUME 48 No. 11

THE TOBACCO WORLD

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Due to close supervision by the Departments of Agriculture of both the United States and Porto Rican Governments—

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WOODEN BOXES permit smokers to see the whole cigar at a glance without the need of fingering and handling.

Thus it is much easier and quicker for men to select their favorite smoke when cigars are packed in WOODEN BOXES.

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After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

Volume 48 — Number 11

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, JUNE 1, 1928 — Foreign $3.50

FATHER'S DAY, JUNE 17th

MANNIE FREEMAN, Director of the Father's Day Committee has sent the following letter to the trade urging their support of the Father's Day movement, which is sponsored by the National Board of Tobacco Salesmen's Associations:

"And now for the last lap!

"Father's Day, June 17th, is only a month away. You and your retail customers should be enjoying the results of the Advertising Program conducted this year for a still bigger and better Father's Day business.

"The important thing is this. Up to now, it has been a matter of paving the way. Now the missionary work has already been done. Increased sales are at hand. Go after them.

"Help your retail customers cash in on Father's Day by giving them the attractive Advertising Posters prepared by the Committee. Make your customers realize how important an event this is in boosting cigar, cigarette and tobacco sales. For this purpose, use the envelope inserts, prepared for this year's campaign. Also the colorful stickers of which a sample is enclosed.

"*The results will speak for themselves.*"

GUNST RESIGNS FROM THE GENERAL

Morgan Gunst, general manager of the Pacific Coast branch of the General Cigar Company, has tendered his resignation to that firm effective June 1st, and has accepted the vice-presidency of the Bank of Italy in San Francisco.

Mr. Gunst has been identified with the cigar industry for many years, and his many friends in the trade deeply regret his decision to sever his connections with the cigar industry, although at the same time he has their best wishes for his success in his new field.

ANOTHER BOX FACTORY SOLD

The Chicago Box Company, wooden cigar box manufacturers of Chicago, Ill., has purchased the business of the Jacksonville Cigar Box Company, of Jacksonville, Ill., and the business of the two firms will in the future be done from the offices of the Chicago Box Company.

LORILLARD WILL NOT OMIT DIVIDEND

H. A. Stout, treasurer of P. Lorillard Company, last Thursday denied reports that the company will omit the regular preferred dividend at the regular directors' meeting to be held on June 6th.

JOINT NATIONAL COMMITTEE OF TOBACCO RETAILERS AND JOBBERS FORMED TO ASSURE A LIVING MARGIN OF PROFIT

Nation-wide Participation in Move to Secure "Square Deal" for Distributors

ANNOUNCEMENT was made last week of the formation of a Joint National Committee of Tobacco Retailers and Jobbers for a Living Margin of Profit, consisting of leading tobacco jobbers and retailers throughout the country. Mr. Wemyss of Boston is chairman of the committee. The committee, made up of about one hundred leaders in the tobacco merchandising field, has been formed in order to inform and arouse public opinion in the tobacco trade and generally of the need to secure a living margin of profit for the tobacco retailers and jobber. In the last twenty-five years, according to Mr. Wemyss, retailers and jobbers have seen their percentage of profit cut in half during a period of economic life when all overhead and general operation expenses have mounted. The problem has become such a pressing one in the wholesale and retail tobacco business and has assumed such seriousness that finally the determination has been reached among small as well as large tobacco dealers that a radical change in relations between manufacturers, and jobbers and retailers must be made.

The officers of the committee are at 86 Union Street, Boston, Mass. Representative distributors from all parts of the country were enthusiastic in joining the committee. The Southern Tobacco Company, Los Angeles, California, said: "We are heartily in accord with any movement to improve the profits for jobbers and retailers." J. Heffernan & Son in Champaign, Illinois, said: "We are glad to give full cooperation in your efforts to bring about some understanding in regard to profits on tobacco conditions." The S. F. Edwards Tobacco Company of Kansas City, Kansas, and St. Joseph, Missouri, said: "We are with you." The Tom Lyle Grocery Company of Meridian, Miss., in its reply, said: "For all dealers here we accept your invitation. Best wishes." Mr. P. C. Payette, secretary of the Woodhouse Company of Grand Rapids, Michigan, said: "Will gladly join and co-operate with National Committee." E. Franklin Brewster of the Brewster-Gordon Company of Rochester, N. Y., in his reply said: "Delighted to have you add both my name and that of our firm to the Committee just being formed. Wish you success and compliment you highly on your undertaking." H. T. Cottam & Company, Inc., of New Orleans, La., replied: "Will gladly join

(*Continued on Page 16*)

NEW SLOGAN PROPOSED TO STIMULATE CIGAR PRODUCTION

MR. JOSEPH LEBENSBURGER, of the Lebensburger Advertising Counselors of Dayton, Ohio, has devised a slogan to increase the sale of cigars, "Calm Yourself—Smoke Cigars," which he believes has unusual merit and immense possibilities.

Mr. Lebensburger has visited many prominent cigar manufacturers and others interested in the cigar industry throughout the country to obtain their opinion as to the merits and possibilities of his slogan, and in every case the slogan has been enthusiastically received.

While in Philadelphia on May 14th, 15th and 16th, Mr. Lebensburger obtained an interview with Harvey Hirst, of Bayuk Cigars, who pronounced the slogan, in his opinion, ideal. Mr. Lebensburger also visited the Congress Cigar Company, Bobrow Brothers, and Mr. Paul Brogan, president of Yahn & McDonnell Cigars, and in every instance the men visited were enthusiastic in their praises of the slogan.

In view of the fact that cigar production has been gradually but steadily decreasing from year to year for several years, it would seem that the cigar industry must get together sooner or later and devise some plan for a co-operative effort to increase the present rate of consumption of cigars, or at least to hold the present rate.

Although the larger cigar companies have been successful in increasing the sales of their own particular brands at the expense of the smaller manufacturers, it does not seem at all impossible to us that the time will arrive when even the larger manufacturers will find their market slipping from their grasp unless something in the way of a co-operative effort is put forth to educate the newcomer in the tobacco-consuming ranks to smoke cigars.

Not so many years ago a man past middle age would have been ridiculed if he had been caught smoking cigarettes, and many a young man calling on his lady friend has incurred the wrath of his future father-in-law simply because he dared to smoke a cigarette in his house.

Today, young and old, men and women, are smoking cigarettes at the expense of the cigar industry.

Mr. Lebensburger believes, as a publicity message, "Calm Yourself—Smoke Cigars" will enter the smoker's mind in a flash from the billboards as he motors by. As a suggestion in the public prints it has a real helpful message that can be readily noted by the eye and believed by the tobacco user who knows its truth. "Calm Yourself—Smoke Cigars" has unlimited possibilities in an art presentation, and, being a mental suggestion based upon truth, its eventual effect can but result in increased consumption of cigars.

BAYUKS FEATURE FATHER'S DAY

Bayuk Cigars, Incorporated, have prepared an attractive window poster for use to promote the sale of their cigars for Father's Day and no doubt their brands will receive much benefit from this form of advertising.

The poster is of red and black and a picture of "father" occupies the center space. He is smoking a "Philadelphia Hand Made" which has been selected from a box pictured at his side, and "June 17" also occupies a conspicuous place on the poster.

NEW TAX BILL FINALLY PASSED

CARRYING a total tax reduction of $222,495,000 the new tax bill as agreed to in conference, has been finally passed by both houses of Congress, and awaits only the signature of the President to become law.

No change whatever is made in the rates of taxation on tobacco products. In fact, the only change from existing law in the new bill affecting the tobacco industry as such is the provisions for packages of twenty cigars, in addition to the packages already provided, effective thirty days after the bill is approved by the President.

The proposed new provision opening up tax returns for public inspection has been eliminated.

A summary of the major changes in the law incorporated in the new measure, follows:

Income Taxes

Corporations: The corporate income tax rate is reduced from the present rate of 13½ to 12 per cent. *This reduction is not to be retroactive.* The House plan for a graduated tax on corporations was discarded.

The exemption for corporations having a net income of not over $25,000 is increased from $2000 as at present, to $3000.

Individuals: No change whatever has been made in the rates of normal income taxes, the surtax rates, or the exemption for dependents, the Senate's plan for a downward revision of the so-called intermediate surtax brackets having been discarded.

The maximum allowance for *earned income* has, however, been increased from $20,000 as at present, to $30,000.

Taxes Repealed or Reduced

The existing taxes on the following have been repealed or reduced as indicated. Unless otherwise stated, the change becomes effective thirty days after the enactment of the new measure.

Automobiles: The current 3 per cent. tax is completely repealed, effective immediately.

Cereal Beverages: The existing tax of one-tenth of one cent per gallon is completed repealed.

Wines: The tax is reduced to the pre-war rate.

Admissions: The existing 10 per cent. tax on admissions to amusements is retained. The tax exemption on such tickets fixed in the present law at 75 cents, has, however, been increased to $3. In addition, the tax on fight tickets selling above $5 has been fixed at 25 per cent.

Ticket Sales by Brokers: The present tax of 5 per cent. on ticket brokers' charges of not more than 50 cents above the box office price, has been changed to apply to charges of not more than 75 cents. The 50 per cent. tax applying on such charges of more than 50 cents has been correspondingly changed to apply to charges of not more than 75 cents.

Club Dues: The present 10 per cent. tax is retained. However, the $10 exemption now allowed has been raised to exclude from the operation of the tax those clubs having an initiation fee of $25 or less and annual dues of $25 or less.

Narcotic Dealers: The existing tax on retail dealers in narcotics has been reduced from $6 to $3.

Foreign-Built Boats: The existing special tax on the use of certain foreign-built boats is repealed, effective July 1, 1928. However, a new tariff provision has been adopted to cover the same.

(*Continued on Page 17*)

BRITISH-AMERICAN TO DISTRIBUTE "OLD GOLD"

ANNOUNCEMENT was made last week that the P. Lorillard Company has completed arrangements with the British-American Tobacco Company whereby the latter company will distribute "Old Gold" cigarettes in all countries outside of the United States with the exception of Hawaii, Haiti, Porto Rico and the Philippine Islands.

It has been known among the trade for some time that negotiations were going forward between these two companies, and the above announcement will be no surprise to many.

The P. Lorillard Company has received many inquiries from foreign sources for "Old Gold" cigarettes since their introduction and now that negotiations have been completed for their distribution in foreign countries a large increase in production of this brand will no doubt follow.

CANDY CHAIN TO CARRY CIGARETTES

Another addition to the list of stores carrying cigarettes will be made in the next two weeks when the Loft chain of candy stores will place a supply of the popular brands in their stores.

The chain does not contemplate installing special departments to care for this addition to their line, and it is also their intention to adhere to the established retail price, viz.: fifteen cents a package.

Undoubtedly the growing popularity of the cigarette among the female sex is responsible for the decision of the Loft management to enter the tobacco field, although the fact that the retail tobacconist has entered the candy field may also have had something to do with it.

TOBACCO AGENT SALDANA ON TRIP TO PORTO RICO

Marcos T. Saldana, chief of the Tobacco Guarantee Agency of the Government of Porto Rico in New York, sailed for San Juan recently on board the steamer "Coamo." The purpose of Mr. Saldana's trip is to obtain first-hand information on the tobacco crop now being harvested in the island, making same available to the dealers and manufacturers interested. During his absence the New York office will be in charge of assistant agent Celestino Perez.

GIRL 7, TAUGHT TO SMOKE

In a petition to have his niece committed to a home, Sheriff G. D. Morrison, of Gettysburg, Pa., charges that the father of his seven-year-old niece has been showing her how to smoke.

The sheriff also charges that the mother of the girl both chews and smokes tobacco.

The parents of the child have been notified to appear in court and bring their daughter with them for a hearing.

NEW CIGARETTE FACTORY IN MEXICO

Concessions have been granted to "El Buen Tono," S. A., of Mexico City, for the building of a cigarette factory which is expected to cost 1,000,000 pesos ($500,000), states American Consul William I. Jackson, in a report released by the Tobacco Section of the Department of Commerce. Vera Cruz is the center of the cigar manufacturing industry. In Orizaba and Mexico City are located the largest cigarette factories.

NEW YORK CUSTOM'S RULING ON SURETY BONDS REVOKED

LAST week a great deal of surprise was caused the tobacco importers in New York City by the posting of a notice at the New York Customs House to the effect that after July 1st "only authorized surety companies will be accepted as sureties on warehouse bonds."

This question was thought to have been settled about two months ago when rumors that such action was contemplated at that time were set at rest after much correspondence with Washington authorities, and a denial was finally secured from the Treasury Department.

However, we are in receipt of advice from the Tobacco Merchants Association of the United States that, having taken the matter up with the Treasury Department at Washington, the order was promptly revoked, and the old practice with reference to importer's bonds will remain in force.

FINANCIAL POSITION OF BRITISH TOBACCO COMPANIES IN 1927

It is somewhat difficult to generalize on the financial position of the British tobacco trade during the past year, since some companies earned larger profits and others were not so successful, states American Trade Commissioner James Somerville, Jr., in a report to the Tobacco Section of the Department of Commerce. Mr. Somerville quotes the *Economist* for February 18, 1928, and states further that the associated British-American and Imperial Tobacco Companies obtained good results. On the other hand, with the outstanding exception of Carreras, most of the independent firms did not fare so well. The general conclusion reached is that the combined companies have progressed at the expense of the independent concerns. The following is a list of companies whose results are analyzed with the net profits in each case; other details relating to capital, dividends, etc., may be obtained from the *Economist*.

Name of Company and Year Ended		*Net Profit*
Abdulla & Co.	Dec. 31, 1926	£62,428
Ardath Tobacco	June 30, 1927	291,960
Baker (Albert)	Mar. 31, 1927	30,101
British-American	Sept. 30, 1927	6,354,096
British Tobacco (Aust.)	Jan. 31, 1927	786,877
Carreras, Ltd.	Oct. 31, 1927	1,255,750
Cope Bros.	Mar. 31, 1927	54,579
Finlay & Co.	Sept. 30, 1927	20,818
Hill, R. & J.	Mar. 31, 1927	25,388
Imperial Tob. (G. B. & I.)	Oct. 31, 1927	9,227,797
Imperial Tob. (Canada)	Sept. 30, 1927	898,277
Philips (Godfrey)	Dec. 31, 1926	197,442
United Tobacco (South)	Sept. 30, 1927	638,269
Verelien	Oct. 31, 1927	59,559

EXPORTS AND CONSUMPTION OF TOBACCO

The consumption of tobacco in Cuba amounts to about the same in value as the exports from that country, according to information received from American Consul General L. K. Keena and released by the Tobacco Section of the Department of Commerce. Consumption of tobacco products in Cuba during 1927 amounted to $33,000,000 and exports for the year totaled $34,000,000. Both exports and consumption declined in value when compared with 1926. The exports of leaf tobacco from Cuba for the first three months of 1928 amounted to 5,751,040 pounds, and the exports of cigars to 16,556,610 in number.

PHILADELPHIA.

RETAILERS FORM ASSOCIATION

AT a meeting of more than fifty Philadelphia tobacco retail dealers, held on Wednesday, May 16th, a committee of seven was appointed to draft a constitution and by-laws for an organization to be known as the Philadelphia Tobacco Retailers' Association. A slogan is also to be coined to be adopted and used by all members of the association.

Frank Sterner, of E. Y. Sterners' Sons, retailers of North Twelfth Street, was appointed chairman of the committee.

The association makes an auspicious start with one hundred thirty-two paid members.

The next meeting is scheduled for June 20th.

"CAPOLA" REPRESENTATIVE VISITS

Orvis Jarrett, of the C. O. Benner Cigar Company, Trumbauersville, Pa., was a recent visitor in town in the interest of their brand, "Capola," ten cents and up.

Orvis has recently recovered from a serious illness which necessitated his absence from the trade for a period of three months, or thereabouts, and during which time he lost considerable averdupois.

The "Capola" brand is showing a consistent increase in sales in Philadelphia and nearby territory.

DAVIS UNDERGOES OPERATION

John Davis, publicity director for Bayuk Cigars, Incorporated, has recently undergone an operation for a nasal obstruction, and he has the best wishes of his many friends for a speedy recovery.

"C. H. S." IN HOLT STORES

The Holt Cigar Company is featuring "C. H. S." cigars in their stores, and they are meeting with a steady demand from smokers. The "C. H. S." is made in Tampa by Val M. Antuono and retails for five cents.

PALEY EXPECTED TO RETURN NEXT WEEK

Samuel and William Paley, of the Congress Cigar Company, who have been in Europe for some time attending the Sumatra and Java inscriptions there, are expected to return to Philadelphia early next week.

BAYUK PRODUCTION INCREASES

COMMENTING on business conditions with his firm, Samuel Bayuk, president of Bayuk Cigars, Incorporated, said: "Although our first quarter earnings were a little less than in the corresponding period of 1927, our production and gross sales increased. This was due to our meeting the demand for a lower-priced cigar. Our net earnings this year should compare favorably with those for 1927."

In reference to the prospects of dividend payments on the common stock of the company this year, Mr. Bayuk said that the possibility of placing the common on a dividend basis this fall looked good.

BRADY ON VACATION

J. Reynolds Brady, well-known to the cigar and cigar box manufacturing trade in Pennsylvania, as well as many other parts of the country, is spending a ten-day vacation in the Pocono Mountains. Mr. Brady has been in ill health for some time and his many friends are hopeful that he will return fully recovered.

MacANDREWS & FORBES EARNINGS INCREASE

MacAndrews and Forbes Company (parent company) reports for the quarter ending March 31, 1928, net profit of $308,980 after expenses and Federal taxes. Net earnings for the same periad a year ago were $297,957.

CONGRESS OPENS ALLENTOWN BRANCH

The Congress Cigar Company last week reopened their branch factory at Allentown, Pa., and now has it in full operation. The branch factory has a capacity of 300,000 cigars.

JOSEPH BECK RECUPERATING

Joseph H. Beck, of the Beck Cigar Company, Bank Street, is recuperating at Atlantic City, following a serious operation which he underwent recently at a local hospital.

GENERAL OPENS LANCASTER FACTORY

Last week the General Cigar Company opened a branch cigar factory in Lancaster, Pa. The plant will employ approximately two hundred fifty hands.

A Great Long Filler Machine

Improved!

With Three Important Stock and Cost Saving Features—

1. Binder Suction Table with Individual, Direct-Connected Motor-Driven Suction Fan;
2. Latest Type of Friction Clutch with Emergency Stop;
3. The Famous Alemite-Zerk System of Lubrication.

Labor Stock and Money Saving Features

A—The Binder Suction Table assures smoother and more perfectly-rolled bunches. It also effects saving in binders because smaller binders can be used.

B—The latest type of friction clutch and emergency stop makes the machine run more smoothly and permits the instantaneous stopping of the machine at any point. It also reduces the upkeep cost.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the fillers mechanically in exactly the same way as this is done by hand; a few sprigs of fillers being intermittently added until the bunch is built up to the proper size and condition.

F—Improved method of filler feeding insures uniform results even with inexperienced operators.

G—Any size or shape of bunch, and both right and left hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators it produces 450 to 500 uniform bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of fillers.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

Write for illustrated price folder and complete Model S information

The **MODEL S UNIVERSAL**

Long Filler Bunch Machine

(Non-Blending Type)

For High Grade Work

THE MODEL S Universal Long Filler Machine is now being made with (or without) Binder Suction Table and with (or without) individual direct-connected, motor-driven suction fan. This new suction feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly-rolled bunches. It also *effects a saving of binders* because smaller binders can be used.

This High Grade Long Filler Bunch Machine is built with the latest type of friction clutch and emergency stop. This causes the machine to run more smoothly and permits the stopping of the machine at any point in its operation. It also reduces the upkeep cost of the machine.

The Model S is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

The price of the Model S Universal Long Filler Bunch Machine (non-blending type) equipped with ½ H. P. motor, individual drive equipment and two chairs, is

$1450

Convenient Time Payment Terms

With Binder Suction Table . . $50.00 extra
With individual direct-connected, motor driven Suction Fan . . . . . $75.00 extra

Prices F. O. B. Factory Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

THE MERITS OF A CIGAR

IN discussing the conditions in the cigar industry, "Tobacco," London, Eng., says: It does appear extraordinary that in an age of luxury the cigar should have fallen back. It may be that the peculiar physic-mental mood produced by the smoking of a good cigar is demodé, but it is real. Because this pleasure is real, it persists, and cigars continue to be sold fairly consistently, notwithstanding adverse reports. The cigar is not dead. It will thrive exceedingly when men appreciate values. The cigarette is a brief joy; it may be a habit. But the cigar is a satisfaction. It was the war and consequent taxation that hit the cigar. There are those among smokers who will have satisfaction and will pay the price. Why not? A good cigar with an hour's satisfaction within its wrapper is a good substitute for the equivalent outlay on any other pleasure. Twisting a few tobacco leaves together was the first form of smoking. This primitive method elaborated by artistic handworkers, is still the best form of smoking—for the connoisseur. Meanwhile, the crowd smokes cigarettes, and is perfectly happy. And so are the manufacturers.

Nothing is more exquisite to smoke in good condition than a cigar, and nothing is more disappointing than a cigar, originally satisfactory, that has been spoiled at some point in its journey from the cigarmaker's bench to the smoker. The application of a transparent packing for each individual cigar is gaining ground. This packing is a product of gelatine, and has nothing to do with celluloid. It is hygienic and practically non-inflammable. It does its protective work without obscuring the label or the general appearance of the cigar, and has an advertising value.

This has been the actual experience of certain firms who have adopted this packing for their brands and increases in sales are attributed in part to the use of the transparent packing.

DAVE MORRIS ON PACIFIC COAST

David F. Morris, who assists Charlie Bond in the operation of the Philippine Government Tobacco Agency in New York City, is at present on the Pacific Coast visiting the jobbers of Manila cigars, and expects to remain in that territory until about the middle of June, after which time he will gradually work his way back to New York City visiting jobbers en route in the interest of Manila brands.

As soon as Mr. Morris returns, Charlie will probably pack his satchel and make his annual pilgrimage among the distributors of the popular Manila brands.

HOUSLEY-MAYER TAKES ON "HAV-A-TAMPA"

The Housley-Mayer Cigar Company, distributors of Knoxville, Tenn., have taken on the "Hav-A-Tampa" brand for distribution in Knoxville and surrounding territory, in addition to the other well-known brands which they handle.

The Housley-Mayer Company distribute only nationally known products, and they anticipate an excellent demand for the "Hav-A-Tampa."

Frank Keogh, of Paxton & Gallagher, of Omaha, Neb., "La Palina" distributors for that territory, was a recent visitor at the Congress Cigar Company, here.

N. C. L. T. A. PROTESTS TAX PUBLICITY

THE National Cigar Leaf Tobacco Association, through its president, Nathan I. Bijur, sent a letter of protest to Chairman Reed Smoot, of the Senate Finance Committee, who is also chairman of the Conference Committee to which the internal revenue tax reduction bill was referred after its passage by the Senate, protesting against the amendment adopted by the Senate which provides for making public property individual income tax returns. The letter read as follows:

"May 23, 1928.

"Hon. Reed Smoot,
Chairman, Finance Committee,
United States Senate,
Washington, D. C.

"Dear Sir:

"In the name of the National Cigar Leaf Tobacco Association of which I have the honor to be president, I desire to urge the elmination from the pending internal revenue reduction bill of the provision for the publicity of income tax returns. The National Cigar Leaf Tobacco Association is an organization national in scope composed of the leading packers, importers, exporters and distributors of cigar leaf tobacco and the consensus of its members is fairly representative of the attitude of business men in all sections of the country.

"As is well known, Congress has already experimented with the proposed legislation which in practice served no legitimate purpose, the benefits going solely to individuals who made improper use of the information they obtained. Business men everywhere were subjected to criticism which was not deserved and in many cases the publication of returns gave wholly erroneous impression of the financial position and current income of the individuals making the returns.

"When the income tax law was originally enacted Congress gave a pledge, by inference at least, that the returns required by law would be treated as strictly confidential. The repudiation of this pledge which followed resulted in no good whatever and so far as we have been able to ascertain the practical effect of the change was merely to satisfy a vulgar curiosity and furnish a basis for the operations of blackmailers. Congress was quick to see the impractibility of the legislation and repealed it in deference to an overwhelming expression of public disapproval.

"It is inconceivable that Congress will reinstate this obnoxious law and we appeal to you to use all your influence to prevent what in our opinion would be nothing short of a national calamity.

"I have the honor to be,

"Very respectfully,

"NATHAN I. BIJUR,
"President, National Cigar Leaf Tobacco Association."

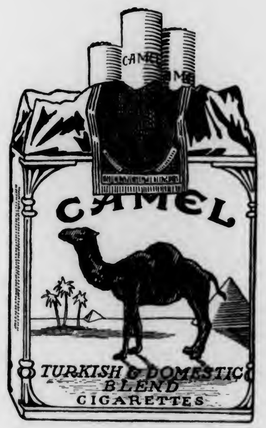
HARTFORD MANUFACTURER DIES

Emil Leschke, well-known member of the cigar manufacturing firm of Leschke & Pletcher, of Hartford, Conn., died at his home, on May 16th.

Mr. Leschke was born in Germany in 1846, and came to this country when he was sixteen years of age. About 1883 he formed a partnership with Jacob Pletcher, and their leading brand manufactured was the "Rosedale."

Mr. Leschke retired from active business about three years ago. He was eighty-two years old.

If you smoke for pleasure



—then Camels are made for you. Mild, mellow, fragrant—there's a world of enjoyment in smoking

Camels

Today, as for many years, Camels lead by billions, and they continue to grow

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

COMPARATIVELY little legislation of importance to the business men of the country remained unacted upon in Congress at the close of the session. As a matter of fact there was less business legislation introduced this session than for some years past. Such measures as remained unacted upon at the close of the session will go over to the short session which begins next December.

Among the matters still pending before Congress when the session came to an end were bills on the maintenance of resale price for trade-marked articles, which is a question which has been before Congress for a number of years. Enactment of the bill has been prevented by fear that its provisions would serve to increase prices to consumers, although proponents of the measure declared such would not be the case, but that manufacturers would be protected against the operations of cut-price merchants.

There are also pending a number of tariff bills, but it is not likely that anything will be done with the tariff until the next long session, which convenes in December, 1929. It takes approximately eight months for the enactment of tariff legislation, and the next session will be limited to three months. Closely connected with the question of tariff, although capable of being acted upon separately, is the establishment of foreign trade zones in the major ports of the United States, into which foreign raw materials could be imported free of duty for manufacture into finished goods for export.

Revision of the trade-mark laws, so as to consolidate them and remove some of the provisions which have been found unsatisfactory, was passed by the House but failed of action in the Senate. Another bill of importance would make punishable the transportation of stolen property in interstate commerce. This measure has the backing of business men generally. It follows the line of the Dyer Act penalizing the interstate transportation of stolen automobiles, under which the Government has been successful in recovering a large number of stolen cars.

Amendment of the bankruptcy laws in conformity with the recommendation of the Department of Justice, the control of interstate motor passenger and freight transportation lines, and the elimination of bribery and corrupt practices in business also were pending at the close of the session.

Chain Stores Do 25 Per Cent. of Retail Business

Approximately 25 per cent. of the total retail business in 11 cities recently surveyed by governmental agencies is being done by chain stores, it is shown by a report just issued by the United States Chamber of Commerce, analyzing the figures. More than 22,000 retail stores in these cities have average sales of less than $8 daily, while 28 per cent. of all independently owned retail stores have sales of less than $5000 a year. The average sales of all stores in this class are only $44 per week.

The report also discloses large sales being made by a few stores, 40 out of 80,000 establishments doing 16½ per cent. of the total business, the average sales of each of these 40 establishments being more than $10,000,000 per year.

Chain stores, for all classes of business, take 24 per cent. of the total retail sales. Department stores have 15 per cent. of the sales, while independent stores do 61 per cent. of the business. Government enumerators making a door-to-door canvass of 93,000 retail stores and 17,000 wholesale establishments showed a total of $4,000,000,000 in retail sales in the 11 cities surveyed.

Unusual developments in distribution of merchandise were shown by the statistics gathered. Sixty-one bakeries reported sales of tobacco, while 79 grocery stores reported sales of women's hosiery. Men's furnishings were found to be sold by 32 cigar stores, while hats and caps were sold by 28 shoe stores. Grocery stores were shown to be selling 70 classes of commodities, including automobile parts, men's furnishings, millinery, electrical appliances and leather goods. Hardware stores were found to be selling 61 classes of commodities, including books and stationery, confectionery, musical instruments, toilet articles and woolen yarn.

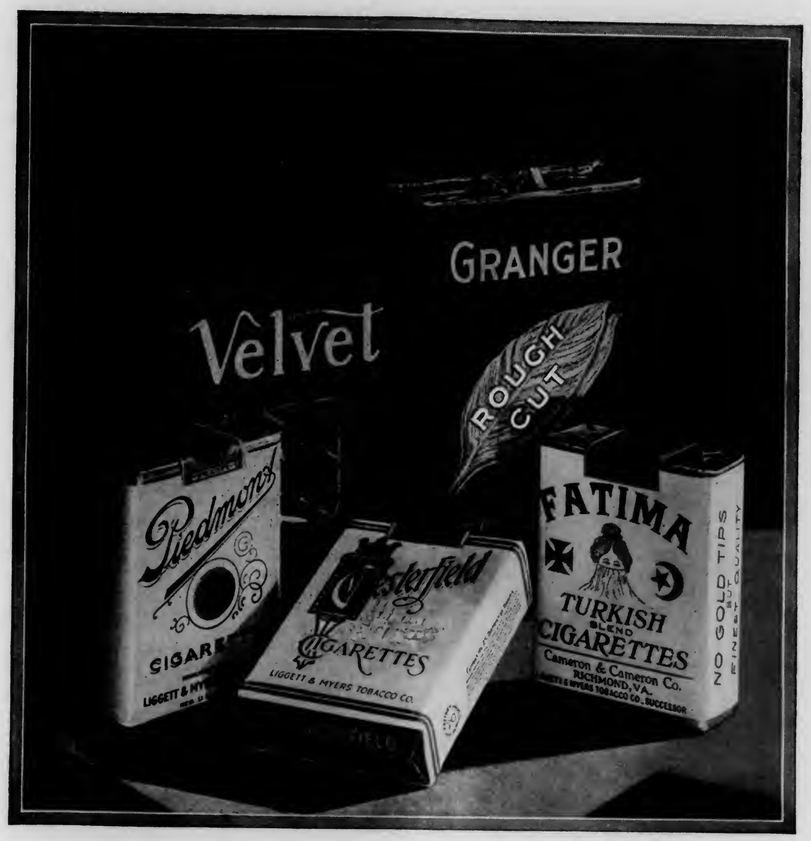
The report shows, it is commented by the chamber, that one of the most costly procedures in distribution today is the placing of merchandise in every conceivable outlet, whether or not the sales volume justifies such action.

No Rebate of Duties on Merchandise Destroyed After More Than Three Years in Warehouse

Importers of merchandise destroyed by fire in a Government bonded warehouse more than three years after the importation of the goods have no valid claim for abatement of duties, it was held May 21 by the United States Court of Customs Appeals. Suit for abatement of duties was brought by John Zimmerman Company, importers of six cases of merchandise entered for warehousing in 1920 and destroyed by fire in 1923, after duties had been paid. The United States Customs Court ruled against the importer and the decision of that court was upheld.

The court in its decision pointed out that it made no attempt to pass upon the question of the title to such goods but was concerned only with the right of the Government to retain the duties it had collected, which right, it held, was absolute. It was pointed out

(*Continued on Page 12*)



Five products of outstanding merit—
Five products sold in every nook and corner of this country—
Five leading brands manufactured by Liggett & Myers Tobacco Co.

CHESTERFIELD · FATIMA · GRANGER · PIEDMONT · VELVET

News from Congress

(*Continued from Page 10*)

that Congress, in the tariff law, had provided that three years was the limit for goods to remain in bonded warehouses, indicating that if left in bonded warehouse for a longer period the importer did so at his own risk.

Chain Store Investigation to Be Undertaken Immediately

Investigation of the chain store situation in the United States will be undertaken immediately by the Federal Trade Commission, in accordance with the provisions of the Brookhart resolution recently adopted by the Senate. Dr. Francis Walker, chief economist for the Commission, will direct the investigation, which will go into the chain store question to determine the growth of stores, sales and distribution, whether or not there are monopolies, and to determine whether there have been violations of the Sherman Anti-Trust, Clayton or Federal Trade Commission Acts.

Figures just made public by the Federal Reserve Board indicate the rapid growth of the chain store system, both in volume of sales and number of stores. In the first quarter of 1928 there was a gain in the value of retail sales ranging from 4 per cent. for candy chains to 26.8 per cent. for apparel chains. The board's statisties of trade in March showed that in that month 38,303 stores in several general chains reported as compared with 36,512 stores in the same month of 1927. The board's report included statistics from 28,865 grocery chain stores, 3435 cigar and 2995 five and ten-cent stores.

The Brookhart resolution sought an inquiry that would determine the influence of the chain store system on ordinary wholesale and retail business and as to whether any violations of the law had occurred in building up the country's most rapidly growing commercial institutions.

Nation-Wide Credit Survey Under Way

A nation-wide retail credit survey has been undertaken by the Department of Commerce in co-operation with the National Retail Credit Association, it has been announced, as another step in the campaign towards the elimination of waste and inefficiency in industry. The investigation will begin in Baltimore and will later be extended to other parts of the country.

Precise information about existing credit methods and their results is likely to induce many beneficial changes contributing toward lower living costs for consumers and a better balance for tradesmen, it is believed. According to J. R. Hewitt, first vice-president of the National Retail Credit Association, retail sales now approximate $40,000,000,000 a year, 60 per cent. of which involve credit in some form. There is a serious lack of reliable information regarding credit, and, consequently, many conclusions are being reached which may be false and even dangerous.

A questionnaire has been prepared by the department for experimental use in Baltimore, where the results will be used as the basis for questionnaires later to be sent out throughout the country. The principal questions asked are based upon three major subjects, cash transactions, open credit, and deferred or installment payments, while other questions relate to the monthly balance, collections, bad debts and the detailed administration of credits.

Business Men Object to Entrance of Government in Business

Resolutions presenting the attitude of American business men on prominent current questions were adopted by the United States Chamber of Commerce in bringing to a close its sixteenth annual convention in Washington.

The most important resolution adopted strongly condemned corruption in business and set forth that American business is jealous of its good name and insists upon protecting its professional status by the maintenance of the highest standards. Business has a number of responsibilities which it intends scrupulously to discharge, it was declared, "chief among such responsibilities is that of purging business of all those who indulge in commercial and political corruption and through resort to unclean or unworthy practices bring business into disrepute and shock the sensibilities of all decent citizens."

The business men of the country are opposed to the entrance of Government in business, and in resolutions adopted declared that it is essential that the Government should refrain from entering any of the fields of transportation, communication, industry and commerce or any phase in business when it can be successfully undertaken and conducted in the public interest by private enterprise.

Resolutions discussing taxation again reiterated the demand of the chamber for a corporation tax rate of not exceeding 10 per cent., the elimination of the war excise taxes on particular businesses and the repeal of the estate tax, and the organization commended the work of the joint Congressional Committee on Internal Revenue for its efforts to simplify the tax law and approved its administration.

Legal sanction to the formation of import associations similar to the export associations under the Webb-Pomerene Act, to permit collective buying of raw materials subject to foreign monopolistic control, was recommended, together with the adjustment of postal rates on a basis which will allow unhampered use of the postal facilities, the taking of a nation-wide census of distribution, unification of ocean bills of lading, extension of commercial arbitration and the expansion of commercial aviation.

PORTO RICAN MARKET FOR AMERICAN AND FOREIGN TOBACCO

A considerable amount of American tobacco and a small amount of foreign tobacco is brought into Porto Rico annually for use in the manufacture of cigars, according to a report received in the Tobacco Section from Rolland Welch, office of the trade commissioner in San Juan. Shipments from the United States in 1927 amounted to 4,260,911 pounds, valued at $1,289,859; and imports from foreign countries amounted to 811,427 pounds valued at $429,950. Imports from foreign countries consist mainly of leaf tobacco from Cuba, most of which is stemmed in Porto Rico and shipped to factories in the United States for manufacture.

The most important importer of Cuban leaf tobacco has no cigar factory in Porto Rico but simply stems Cuban leaf and ships the stemmed tobacco to its factories in the United States. The tobacco is brought to Porto Rico for stemming because labor is cheaper than in Cuba or the United States.

"Hoot, Mon, Luckies dinna hurt my wind or throat," says Sir Harry Lauder, celebrated star

"I've smoked Luckies for years and all this time I've been active in my work which demands a clear voice for singing and good wind for dancing. And so I say to Sandy McGregor, 'It's always a bra bricht moonlict nicht with Luckies—Hoot, Mon, they dinna hurt my wind or throat.'"

Harry Lauder

The Cream of the Tobacco Crop

"In my business, I have noticed that in this Southland where tobacco grows, The American Tobacco Company buys 'The Cream of the Crop' for their LUCKY STRIKE Cigarettes. I am glad to testify as to their quality."

Jud a Jones

Tobacco Warehouseman

"It's toasted"

No Throat Irritation—No Cough.

ROCKY FORD
CIGARS

LONG FILLER
Imported . . . Sumatra
. . . Wrapper.

A real five cent cigar is back in town . . . Quick sellers and sure repeaters . . . P. Lorillard Company, Inc., 119 West 40th St., New York.

TOBACCO TRADE ORGANIZATIONS

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CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
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GORDON W. STEWART, Hartford, Conn. ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

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NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York City ..... Secretary and Treasurer

CONNECTICUT VALLEY HAIL INSURANCE RATE SET AT $30

According to the annual statement to policyholders of the Connecticut Valley Mutual Hail Insurance Company, at Hartford, Conn., the company has a surplus of $113,147, and assets of $159,765, against which there is a reserve for dividends payable on 1928 crop season of $46,618.

This is considered a very satisfactory showing for the Company, which has been in operation only about three years.

There is also a small amount of uncollected premiums on the 1927 crop, which, however, is amply secured. Also, a large portion of the reserve will not be used for the reason that the persons by whom it can be used have ceased to be in the tobacco business, and in a short time the balance of this reserve will be transferred to the surplus account, which will bring the surplus at that time up to approximately $150,000.

General Agent Nelson stated that if the 1928 acres covered by hail insurance are about the same as 1927 and the 1928 season should be no more disastrous than 1927, the Company would have no difficulty in paying all losses. On the other hand, if the 1928 season should be as good as the 1925 and 1926 seasons, the Company should be able to restore its surplus account to the same figure as a year ago.

The income from investments in 1927 was approximately twice the entire cost of operation.

Directors of the Company have set the rate for the 1928 season at $30 an acre.

DUYS RETURNS FROM INSCRIPTIONS

John H. Duys, of H. Duys & Company, New York City leaf tobacco importers and dealers, returned from Europe last week on board the SS. "Aquitania." Mr. Duys has been in Amsterdam attending the Sumatra inscriptions and acquired approximately 7,000 bales of choice leaf for his firm. Henry M. Duys, accompanied by his wife, sailed for Europe last week on board the "Homeric" to attend the remaining inscriptions.

UNITED DISPLAYS "CORONA" LINE

The Fifth Avenue, New York City, store of the United Cigar Stores Company, is featuring a display of "Corona" cigars which is attracting much attention. Cigars are shown in the display that retail from fifteen cents to ten dollars each. This means, of course, $1000 a hundred, and not $100 a thousand.

WINGET OPENS EXCHANGE

A. C. Winget, of York, Pa., has opened a Used Tobacco Machinery Exchange in York, Pa., and is also carrying on the business formerly operated by his father, who passed away a short time ago. Mr. Winget manufactures the Winget Bunch Machine and other cigar-making machinery.

CORK TIPS FOR "DUNHILL" CIGARETTES

Following the lead of cigarette manufacturers who have recently placed cork-tipped cigarettes on the market, the "Dunhill" brand appeared on the market last week with the cork tip.

GANS IN PORTO RICO

Charles Gans, formerly of the Gans Mercantile Company, of New York City, has severed his connection with that firm and joined the General Cigar Company as field representative. Mr. Gans is at present in Porto Rico in connection with his new position.

APRIL CIGARETTE PRODUCTION SHOWS SLIGHT DECREASE

May 17, 1928.

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of April, 1928 and are issued by the Bureau. (Figures for April, 1928, are subject to revision until published in the annual report):

Products	—*April*—	
Cigars (large):	*1927*	*1928*
Class A .....No.	230,661,665	238,911,395
Class B .....No.	54,463,930	41,683,500
Class C .....No.	177,408,604	167,028,646
Class D .....No.	11,307,911	10,107,778
Class E .....No.	2,137,479	1,290,246
Total	475,979,589	459,021,565
Cigars (small) .....No.	38,207,493	36,863,307
Cigarettes (large) ....No.	954,079	749,804
Cigarettes (small) ....No.	7,880,403,407	7,511,407,590
Snuff, man'f'd. .....Lbs.	3,264,235	3,231,059
Tobacco, man'f'd. ...Lbs.	28,296,576	27,371,091

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of April:

Products	—*April*—	
Cigars (large):	*1927*	*1928*
Class A .....No.	7,553,400	6,402,525
Class B .....No.	1,173,050	122,350
Class C .....No.	2,106,900	529,250
Class D .....No.	.....	1,500
Total	10,833,350	7,055,625
Cigars (small) .....No.	500,000	500,000
Cigarettes (large) ....No.	400,000	475,000
Cigarettes (small) ....No.	40,000	31,520

Tax-paid products from the *Philippine Islands* for the month of April:

Products	—*April*—	
Cigars (large)	*1927*	*1928*
Class A .....No.	10,173,645	11,312,820
Class B .....No.	312,470	270,020
Class C .....No.	65,180	140,552
Class D .....No.	1,100	400
Class E .....No.	200	20
Total	10,552,595	11,723,812
Cigarettes (large) ....No.	.....	.....
Cigarettes (small) ...No.	29,800	268,730
Tobacco, man'f'd. ....Lbs.	55	2

Note: Quantities of tax-paid products shown in above statement are indicated by stamp sales for the month.

Supplement to the April Statement of Internal Revenue Collections

Objects of Taxation	—*April*—	
Tobacco manufacturers:	*1927*	*1928*
Cigars	1,710,348.93	1,614,177.73
Cigarettes	23,648,168.99	22,540,457.55
Snuff	587,562.22	581,590.64
Tobacco, chewing and smoking	5,093,885.32	4,928,338.94

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OP'TIMO CIGARS

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA
CIGAR

COMMITTEE OF TOBACCO JOBBERS

(*Continued from Page 3*)

you in Joint National Committee of Tobacco Dealers." The Crescent Cigar and Tobacco Company of New Orleans, La., said: "U. Koen and Company of this City join us in subscribing to your resolution and we will both give our hearty support to your movement." H. M. Kramer Tobacco Company of Durham, North Carolina, said: "We heartily endorse the starting of such a movement and offer you our support."

The members of the Committee to date include: Auburn Tobacco Company, Auburn, N. Y.; Babbitt Brothers Trading Company, Flagstaff, Ariz.; Henry Baden Mercantile Company, Independence, Kans.; Banks Grocery Company, Memphis, Tenn.; Peter C. Beck Company, Racine, Wisconsin; Berlin Wholesale Grocery Company, Berlin, N. H.; The Bissman Company, Mansfield, Ohio; Rashid A. Bistany, Lawrence, Mass.; J. Blaufeld & Son, Knoxville, Tenn.; Sam Bloom, Chicago, Ill.; Bloomington Tobacco Company, Bloomington, Ill.; Samuel Blumenthal, Philadelphia, Pa.; Bock Stauffer Company, Huntington, W. Va.; Booth Tobacco Company, Columbia, Pa.; Boston Fruit Company, Concord, N. H.; William Boucher & Sons, Baltimore, Md.; Charles Breneiser Sons, Reading, Pa.; M. Brenner & Sons, Harrisburg, Pa.; Brewster-Gordon Company, Rochester, N. Y.; Capital Cigar & Tobacco Company, Washington, D. C.; Carey Jessup Cigar Company, Jacksonville, Fla.; Central Cigar Company, Detroit, Mich.; Converse Tobacco Company, New Bedford, Mass.; Corkish Cigar Company, Pueblo, Colo.; H. T. Cottam & Company, Incorporated, New Orleans, La.; E. B. Crabtree Company, Minneapolis, Minn.; Crescent Cigar & Tobacco Company, New Orleans, La.; J. W. Crowdus Drug Company, Dallas, Tex.; T. E. Daley, Saranac Lake, N. Y.; Davies-Strauss-Stauffer Company, Bethlehem, Pa.; F. A. Davis & Sons, Baltimore, Md.; H. T. Dean, Malden, Mass.; Charles B. Delavan, Middletown, N. Y.; C. J. Donnovan Haas Company, Buffalo, N. Y.; Derry Blackwell Cigar Company, Grand Junction, Colo.; F. S. Edwards Tobacco Company, Kansas City, Kans.; Harvey P. Everest, Oklahoma City, Okla.; Fargo Mercantile Company, Fargo, N. D.; Feinblatt Tobacco Company, Hartford, Conn.; Field & Stuart, Incorporated, Utica, N. Y.; G. Fitzgibbon & Son, Sioux City, Iowa; Frankle Brothers, 21 South Hazel Street, Youngstown, Ohio; Frumkin, Incorporated, Schenectady, N. Y.; The Frumkin Tobacco Company, Pittsfield, Mass.; Hamilton Harris & Company, South Bend, Ind.; Harle Haas Company, Council Bluffs, Iowa; J. Heffernan & Son, Champaign, Ill.; Henderson Grocery Company, Henderson, N. C.; John C. Herman & Company, Harrisburg, Pa.; Charles Ilfield Company, East Las Vegas, N. M.; Illinois Tobacco Company, Springfield, Ill.; Imperia Recreation Parlor, Auburn, N. Y.; Kelly, Weber & Company, Incorporated, Lake Charles, La.; Kidd, Dater & Price Grocery Company, Benton Harbor, Mich.; U. Koen & Company, New Orleans, La.; H. M. Kramer Tobacco Company, Durham, N. C.; Gross, Kelley & Company, East Las Vegas, N. M.; Lankering Cigar Company, Paterson, N. J.; Leseure Brothers, Danville, Ill.; Levy Brothers, Plattsburg, N. Y.; Levy-Mendel Company, Columbus, Ohio; Liberty Wholesale Grocery, Incorporated, Mansura, La.; Fort Dodge Grocery, Fort Dodge, Iowa; Lima Cigar & Tobacco Company, Lima, Ohio; Lindsay-Sheridan Company, Sheridan, Wyo.; Loeb Cigar Company, Beaumont, Tex.; Sol. Loeb Company, Columbus, Ga.; Lough-Simpson Grocery Company, Morgantown, W. Va.; Tom Lyle Grocery Company, Meridian, Miss.; Macon Cigar & Tobacco Company, Macon, Ga.; Joseph C. Manning Company, Boston, Mass.; J. L. Marcero & Company, Pontiac, Mich.; Mayer & Mohr Cigar Company, Montgomery, Ala.; McInerny & Warner, South Bend, Ind.; Model Grocery Company, Pasadena, Cal.; Harry Moore Tobacco Company, Lockport, N. Y.; Muswick Beverage & Cigar Company, Little Rock, Ark.; Northern New York Grocery Company, Malone, N. Y.; Louis H. Opperman, Johnstown, Pa.; W. G. Patterson Cigar Company, Mobile, Ala.; Peifer Rule Cigar Company, Cairo, Ill.; A. H. Perfect & Company, Fort Wayne, Ind.; J. S. Pinkussohn Cigar Company, Savannah, Ga.; L. B. Putney, Incorporated, Albuquerque, N. M.; Roanoke Drug Company, Roanoke, Va.; Rome Tobacco Company, Incorporated, Rome, N. Y.; Rothenberg-Schloss Cigar Company, Wichita, Kan.; L. M. Rothmann, Terre Haute, Ind.; Ryan-Sheridan Company, Sheridan, Wyo.; T. R. Savage Company, Bangor, Me.; A. Sensenbrenner Sons, San Diego, Cal.; Schellack Mercantile Company, Joplin, Mo.; H. E. Shaw Company, Worcester, Mass.; Smith-Davis Cigar Company, Little Rock, Ark.; Southern Tobacco Company, Los Angeles, Cal.; Springfield Tobacco & Supply Company, Springfield, Mo.; James F. Sullivan, Seneca Falls, N. Y.; Swingley Brothers, Rockford, Ill.; Tacoma Grocery Company, Aberdeen, Wash.; Tacoma Grocery Company, Tacoma, Wash.; Thomson Ahrensdorf Company, Davenport, Iowa; Valdosta-Curry Company, Valdosta, Ga.; Vermont Tobacco Company, Newport, Vt.; Woodhouse Company, Grand Rapids, Mich., and John T. Woodhouse & Company, Detroit, Mich.

Steps will soon be taken to make a nation-wide appeal to the leading tobacco manufacturers of America for a more equitable distribution of profit. This appeal is to be made literally on behalf of thousands of jobbers and retailers in the tobacco trade who are writing to George J. Wemyss, chairman of the Joint National Committee of Tobacco Retailers and Jobbers for a Living Margin of Profit, authorizing the committee to represent them in this appeal. "The response of retailers and jobbers throughout the country to the organization plans of the committee has been most enthusiastic," says Mr. Wemyss in a statement released today.

Letters have gone out to thousands of retailers throughout the country asking them to let the committee represent them in this appeal for a more equitable distribution of profits. Individual letters and signatures are already flooding the committee offices at 86 Union Street, Boston, Mass. As soon as returns from the West come in, the committee, on behalf of the retailers, will make its appeal to the leading manufacturers for a change in conditions.

Tobacconists from every part of the country hail this new movement and urge continued action.

Says the J. H. Williams Tobacco Company of San Antonio, Texas: "We doubt if very much can be done towards a better profit for retailer and jobber unless the manufacturers themselves will take steps that will help matters."

Says the Saint Joseph Tobacco Company of St. Joseph, Mo.: "We assure you we will do everything in our power to correct this very deplorable cut-price condition on tobacco and cigarettes."

Says the Reeves Tobacco Company of Boise, Idaho: "I am heartily in accord with your idea."

"We are with you," says the Hopkins Cigar Company of Wilmington, Delaware.

Says the R. D. Burnett Cigar Company, Incorporated, of Birmingham, Ala.: "Conditions just as bad as this exist in other parts of the United States and legitimate tobacconists are certainly suffering, and should have some relief from some source. Our opinion is that the four large manufacturers have the power in their hands to remedy these conditions very easily and speedily by simply refraining from selling to chain grocery stores and department stores and confining their shipments to strictly legitimate tobacco merchants, who are making their living entirely out of the tobacco business."

The J. A. Sloan Company, of Columbia, Tenn., writes: "We realize that every jobber and retailer is distributing tobacco products entirely in the interest of the manufacturer, and it strikes us that through the manufacturer is the only source by which a remedy can be secured."

Sears & Pruyn, Incorporated, of Watertown, N. Y., say: "It will please us very much to join any association which would bring the tobacco business out of its present chaotic condition."

The Osborn Cigar Company, of Colorado Springs, Colo., writes: "We are heartily in sympathy with your views and also we have been working with every manufacturer's salesman that comes to us on this very proposition that you have mentioned. Our overhead has increased over 41 per cent. and our profits have decreased over 14 per cent. and yet the manufacturer told us that if we would only bear with them till the war was over they would get back to the old prices and everything would be all right. The war has been over for more than ten years and we are still paying war prices."

NEW TAX BILL

(*Continued from Page 4*)

Stamp Taxes: No change has been made in the rate of stamp taxes on stock sales or produce sales, the House plan for reducing the same having been discarded. However, stocks, bonds and other certificates of indebtedness issued by co-operative associations are exempted from the payment of stamp taxes. Furthermore, tickets to Cuba have been exempted from the passage ticket tax.

Miscellaneous

The rates of estate taxes are not changed, although the repeal of this tax was strongly recommended by the Secretary of the Treasury.

The proposed new provisions denying to affiliated corporations the privilege of filing consolidated returns, and dealing with the tax on accumulated surpluses, have been eliminated; while the provisions of the present law relative to dividends out of surplus accumulated prior to March 1, 1913, eliminated by the House, have been restored to the bill.

MENGEL COMPANY EARNINGS INCREASE

Estimated earnings of the Mengel Company for 1927 was $1,142,000 before depreciation and taxes, as compared with $1,137,000 for the year 1926.

LIGGETT DRUG SALES INCREASE

Sales of the Liggett Drug Stores for the first quarter of 1928 were $14,701,376, an increase of $601,051 over the first quarter of last year.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

HAVING LOCATED IN DALLAS, TEXAS, WOULD LIKE TO hear from Cigar Factories making Class C and up, requiring representation in this live State with its many growing cities. Must be exceptionally high class merchandise, because the "Big Boys" are certainly after the business down here too, and goods must be attractive propositions to even get a hearing with the better class jobbers.

Would also like Specialties suitable for carrying with cigars as side line. What have you? Address John H. Baker, 109 North Harwood Street, Dallas, Texas.

CIGAR JOBBERS WANTED IN NEW JERSEY AND WEST VIRGINIA on five-cent and ten-cent and up quality brands. Cigar manufacturers since 1892. For information write Box No. 520, care of "The Tobacco World."

SALESMEN WANTED

SALESMEN—LIBERAL COMMISSIONS ON HANDY 110-Volt Electric Cigarette Lighter. Sells easily to drug and tobacco trade. Popularly priced. Distinct novelty. New! All territories open. U. S. Electric Mfg. Corp., 222 West Fourteenth Street, New York City.

FOR SALE

1918-19-20-22 SOUTHERN WISCONSIN GROWN SPANISH Leaf Tobacco—188 cases, approximately 300 pounds each. For sale by L. G. Anderson, 2127 Iowa Street, Chicago, Ill.

The Tobacco World

Established 1881

VOLUME 48 JUNE 1, 1928 No. 11

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

PENOLA:—45,228. For cigars. The Coraza Cigar Co., Perkasie, Pa. May 7, 1928. (Originally registered by Pent Brothers, Philadelphia, Pa., predecessors to the registrants, on April 24, 1903.)

PENLO:—45,229. For cigars, cigarettes and cheroots. The Coraza Cigar Co., Perkasie, Pa. May 7, 1928. (Originally registered by Pent Brothers, Philadelphia, Pa., predecessors to the registrants, on March 28, 1911.)

TRANSFERS

COPAN:—31,568 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered March 26, 1906, by Steffens, Jones & Co., New York, N. Y. Transferred to John Middleton, Philadelphia, Pa., on May 3, 1928.

NON-STOP:—41,198 (T. M. A.). For all tobacco products. Registered June 16, 1919, by American Litho. Co., New York, N. Y. Transferred to Mochle Litho. Co., Brooklyn, N. Y., and re-transferred to Fernando Maseda, Tampa, Fla., on May 18, 1928.

REVIEW OF AMSTERDAM TOBACCO SALES

Three sales of Sumatra tobacco have been held up to the present at the "Frascati" sales rooms in Amsterdam where nearly the entire crop of Sumatra tobacco is sold to the public, states American Consul C. O. Spamer in a report released by the Tobacco Section of the Department of Commerce.

The first sale was held on March 16, 1928, and aroused great interest among the buyers, not only among Americans who are invariably present at these auctions for the best qualities offered, but also among buyers from other countries who had come to Amsterdam to inspect the first offerings of the new crop.

For several months prior to the first sale rumors had been circulating that a magnificent crop of Sumatra tobacco was to be expected. For this reason there had been considerable optimism. As a matter or fact, the Sumatra crop now on the market is not without faults, containing as it does a large percentage of broken leaf. Moreover, the crop had abundant rain, causing it to ripen more fully and therefore preventing the development of fancy colors.

Tobacco brokers were of the opinion that the offerings of the first sale were not a fair average of the crop. The tobaccos of the Deli Maatschappij which were offered for sale were extremely light, had a broad, silky leaf, and were elastic and glossy. Some of the Deli Maatschappij tobaccos, however, were more inferior in quality and contained some brittle, thin and dark tobaccos. Other Deli Maatschappij lots contained all qualities that make the leaf desirable for the American market.

It was the impression of observers at the first sale that the Senambah Maatschappij did not offer its best grades. Some of their tobaccos were extremely light in color. Other lots were badly broken, which seriously affected the yield.

The large American manufacturers were those most greatly interested in the first sale. The tobacco of the Deli Batavia Maatschappij was greatly sought after and prices rose higher for the tobacco offered by this company than by other companies. On the whole the prices of the Deli Batavia Maatschappij tobacco were easier than a year ago. Prices for other tobacco moved on a reasonable basis.

A total of 3600 bales of American grades changed hands at the time of the first sale.

The second sale occurred on March 23 and was the cause of keen competition among buyers.

The tobacco offered by the Deli Batavia Maatschappij was without doubt the best offered at the sale. Prices were stiff. The tobaccos from the Senambah Maatschappij showed considerable breakage, although some parcels were in very good condition.

Quite a little very good tobacco was seen in the lot from the Deli Maatschappij–H-2, and also in two nice lots from the Deli Maatschappij–Deli-Toewa. The market for the second inscription was somewhat firmer than at the first sale. American purchases at this second auction amounted to 4918 bales, as compared to 5531 bales a year ago.

The third sale occurred on April 13, 1928. For the most part the quality of the tobacco offered was inferior to that of the previous sales.

There were a few fancy lots from the Deli-Maatschappij, although other parcels contained dark, sandy and tender tobaccos with dull colors in some cases. It is the opinion of brokers that the light, even-colored tobaccos so sought after by American buyers will be scarce this year and that medium to dark-colored tobaccos will be far in the majority. There was keen competition at the third sale for the few bales of fancy tobacco available. The market for lower grade tobacco was easier. In all, about 3600 bales of tobacco were purchased for the American market at the third sale. For the three sales which have taken place 12,200 bales have been sold to the United States as compared with 9300 bales in 1927.

(Prices prevailing at these sales were submitted by Consul Spamer and may be obtained from the Tobacco Section upon request.)

PRODUCTION OF TOBACCO IN PORTO RICO 1927-28

The Porto Rican tobacco crop of 1927-28 will probably amount to about 22,500,000 pounds according to estimates from Porto Rican sources submitted to the Tobacco Section of the Department of Commerce from Assistant Trade Commissioner J. R. McKey. The Porto Rican Department of Agriculture, according to Mr. McKey, estimates the crop at 22,500,000 pounds produced on 40,474 acres, while the estimate of the Tobacco Growers Association is 22,812,000 pounds produced on 41,141 acres. Both estimates, it is stated, are based on a fairly large return from late plantings, which might yet fall below the estimates. These estimates, based on later information, are somewhat less than the figures published in *"Tobacco Markets and Conditions Abroad"* No. 143.

FATHER'S DAY, JUNE 17, 1928. "REMEMBER DAD—HE SMOKES"

BUYERS' GUIDE

CIGAR BOXES

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MANUFACTURERS OF
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PERFECT LITHOGRAPHY
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Colorgraphic
LABELS-BANDS-ADVERTISING
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"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
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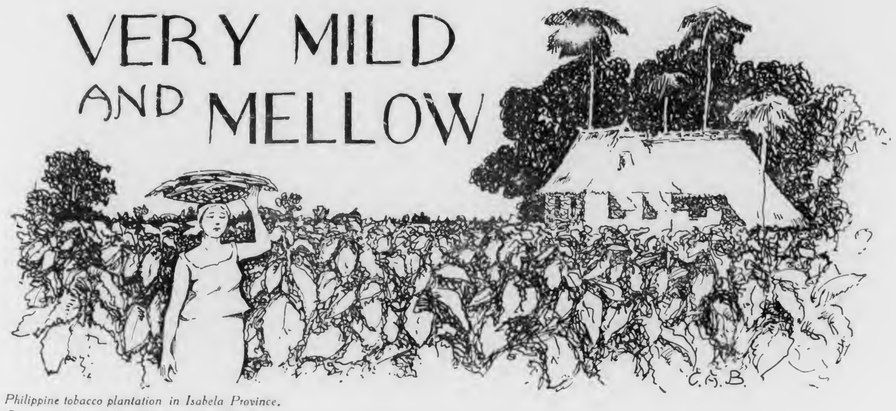

Philippine tobacco plantation in Isabela Province, Cagayan Valley, where the overflow of the river restores the soil and tobacco grows luxuriantly.

FINE TOBACCO

Naturally Mild and Sweet - and Grown and Ripened Under a Tropical Sun, are the Reasons Why

THOSE MANILA CIGARS SATISFY SMOKERS

Manila is making the best cigar in the world for a nickel Spanish hand-work, Perfecto shapes, long-filler, light colors attract the eye and intrigue the taste. Better grades in Class B, C and D are also making friends wherever a very mild cigar is in demand.

Do you want a substantial business at a good profit? Do you want a line that will bring smokers to your store and hold them steady customers?

THEN GET A STANDARD MANILA LINE.
PUT IT TO WORK AND WATCH IT GROW!

Booklet, information on application to

THE MANILA AD AGENCY

C. A. BOND, Mgr.

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VOLUME 48 No. 12

THE TOBACCO WORLD

Only Four Days From New York

and you are in the heart of the finest tobacco growing section you have ever seen. Convince yourself by personal inspection of the exceptional sales opportunities in

PORTO RICAN TOBACCO

Come Now - Harvesting Now In Process

IMPORTANT

The 1928 Porto Rican crop is *short* while the *quality* is exceptional. Act now. Make your selections at once. Come to the island yourself if possible. Quick service—steamers twice weekly—only four days from New York.

Porto Rican is exactly the type of tobacco the American public taste demands today. The trend is distinctly toward the MILDER type of GOOD cigar, the kind you can smoke all day with enjoyment, and away from the harsh, strong tobaccos formerly popular. In Porto Rican you have FLAVOR,—rich, satisfying, yet not strong. The leaf is smooth, free-burning, with everything you want in aroma, texture and color.

Admitted duty free it permits you to give the smoker a better cigar at a lower price.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDANA, General Manager New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

SMOKERS KNOW THEY'RE RIGHT - ON SIGHT

When They Select Cigars From WOODEN BOXES.

WOODEN BOXES permit smokers to see the whole cigar at a glance without the need of fingering and handling.

Thus it is much easier and quicker for men to select their favorite smoke when cigars are packed in WOODEN BOXES.

And because selection from WOODEN BOXES can be made without handling, losses from broken cigars are fewer.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

Volume 48

THE TOBACCO WORLD

Number 12

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year | PHILADELPHIA, JUNE 15, 1928 | Foreign $3.50

N. C. L. T. A. ANNUAL CONVENTION

THE thirtieth annual convention of the National Cigar Leaf Tobacco Association was held at Dayton, Ohio, on June 4th and 5th, with approximately seventy-five delegates and alternates in attendance.

The first day's business session was opened on Monday morning promptly at 10.30 by President Natian I. Bijur, in the Hotel Miami.

President Bijur read his annual address, which was followed by the report of the Washington representative of the association, W. L. Crounse, who enumerated the many accomplishments of the association during the past year which were of great benefit to the industry.

The treasurer's report was next read, and a balance of $2809.96 was reported.

The Resolutions Committee was then named, and consisted of Howard Cullman, chairman; W. Lukaswitz, Milton Ranck, Walter F. Miller, Howard Taylor and Lloyd Bekkedal.

Wm. Lukaswitz, chairman of the Entertainment Committee, then offered the following program of entertainment and business:

June 4—Golf, cards, etc., at 2 P. M. at Miami Valley Golf Club, Salem Pike. Autos provided from Miami Hotel at 1.45 P. M. for transportation to the club house.

Dinner at Miami Valley Golf Club.

June 5—Business session called to order at 10 A. M. in Sun Parlor of Miami Hotel. Remain in session until adjournment.

7.30 P. M. Banquet at Meadowbrook Country Club, Salem Pike. Autos provided for transportation from Miami Hotel at 6.30 P. M.

The second business session was called to order at 10.20 A. M. by President Bijur, who read a cablegram received from Joseph Cullman, Sr., who is in Amsterdam, Holland, expressing his regret at not being able to attend the convention.

A letter from the Consul-General of the Netherlands was then read, which had reference to a communication from Amsterdam regarding the Sumatra monopoly situation, in answer to a letter of the National Cigar Leaf Tobacco Association filed with the House Judiciary Committee some time ago endorsing the Newton Bill.

The letter of the N. C. L. T. A. was not read but its content was explained by W. L. Crounse, the Washington representative.

The members next stood for a moment in silence in memory of James Willing, M. Adler and Charles E. Long, who passed away during the past year.

Chairman Cullman, of the Resolutions Committee, next offered the following resolutions, all of which were adopted by the convention:

The Gilbert Tobacco Census Bill: Urged this measure be favorably acted upon by the United States Senate when Congress convenes next December.

Importation of Cigars by Parcel Post: Reiterate its opposition to the proposed change in the law; approving the action of the House of Representatives, and appeals to the Departments of State, Commerce, Treasury, and Post Office to use their best efforts to bring about an agreement with the Cuban Government for a permanent parcel post treaty without reference to the repeal of the limitation upon cigar quantities from Cuba.

The Philippine Differential in the Wrapper Tobacco Tariff: Manufacturers of Philippine cigars enjoy preferential duty of twenty-five cents on imported cigar wrappers, giving them an advantage of fifty cents on a thousand cigars. Resolved, that the N. C. L. T. A. bring this to the attention of the Ways and Means and Finance Committees of Congress, with the request that, in the next revision of the Federal tariff law, a provision shall be included assessing a counteracting duty on cigars brought into this country from the Philippine Islands, and equal to the existing differential in the rates on wrapper leaf tobacco.

Free Zones: Endorsing free zones on the Atlantic and Pacific seaboards for the unloading, sorting, cleaning, and repacking of leaf tobacco and other products. Staten Island was suggested as a suitable place for this purpose for the New York district.

The Capper-Kelly Price Protection Bill: Endorses the Capper-Kelly Bill, and urges manufacturers of trade-marked articles of identified merchandise to fix the prices at which such merchandise can be resold.

A Dangerous Practice: The Department of Agriculture has attempted from time to time, it is reported, to assist the tobacco grower to curtail his crop for the purpose of obtaining higher prices. Such advice has proven doubtful wisdom, resulting last year in a shortage of 40 per cent. in leaf tobacco. Resolved, that the N. C. L. T. A. tenders its services to the Department of Agriculture to assist it at any time in checking reliable trade information against that gathered by the Department agents.

(*Continued on Page 16*)

RETAILERS AND JOBBERS COMMITTEE GET REPLIES TO APPEAL FOR LIVING PROFIT

ON behalf of the Joint National Committee of Tobacco Retailers and Jobbers for a Living Margin of Profit, made up of one hundred leading tobacco retailers and jobbers from all parts of the country and on behalf of the tobacco retailers of the United States, hundreds of whom have written to us confirming the urgent necessity for revision of conditions to secure a living margin of profit, an appeal was made in letters to C. W. Toms, President of the Liggett and Myers Tobacco Company; George W. Hill, President of the American Tobacco Company; Benjamin L. Belt, President of the P. Lorillard Company; Bowman Grey, President of the R. J. Reynolds Tobacco Company; and G. J. Whalen, President of the Union Tobacco Company. Each company was asked what they could do towards a revision of the situation in order to give retailers and jobbers a just share of profit on the tobacco merchandise which they sell. In the last twenty-five years, retailers and jobbers have seen their percentage of profit cut in half during a period of economic life when all overhead and general operation expenses have mounted. The problem has become such a pressing one in the wholesale and retail tobacco business and has assumed such seriousness that the determination was reached among small as well as large tobacco dealers that a radical change in relations between manufacturers on one side, and jobbers and retailers on the other, must be made. The Committee and the thousands of tobacco retailers for which it speaks are awaiting response from companies before proceeding further.

"May 29, 1928.

My dear .....

On behalf of the Committee which I represent, made up of leaders in the tobacco merchandising field from all parts of the country; and on behalf of the tobacco retailers of the United States, hundreds of whom have written to us since the Committee was formed, confirming the urgent necessity for a revision of conditions, to secure a living margin of profit for tobacco retailers and jobbers, we appeal to you as a leading tobacco manufacturer to give your earnest consideration to the problem and to take some action upon it.

In the last twenty-five years, as you know, retailers and jobbers have seen their percentage of profit cut in half during a period of economic life when all overhead and general operation expenses have mounted. The problem has become such a pressing one in the wholesale and retail tobacco business and has assumed such seriousness that finally the determination has been reached among small as well as large tobacco dealers that a radical change in relations between manufacturers, and jobbers and retailers must be made.

We earnestly ask for your statement as to what you can do towards a revision of the situation which will give to retailers and jobbers their just share of profit on the tobacco merchandise which they sell.

The Committee, and the thousands of tobacco retailers in the country for which it speaks, awaits your immediate answer.

Sincerely yours,

(Signed) GEORGE J. WEMYSS,
Chairman."

(Continued on Page 14)

MEYER IN NEW YORK

PAUL MEYER, the head of the Alhambra Cigar and Cigarette factory, arrived in New York, this week. Mr. Meyer left Manila April 20th, for San Francisco. Since his arrival there, three weeks ago, he has been visiting trade points on the Pacific Coast, through the southwest, and in Florida before coming on to New York.

After a short stay here Mr. Meyer will proceed to Europe and return to the States some time in August. One of the principal reasons for his visit is to survey the local market and find ways and means to improve the distribution and sale of Manila cigars. A survey will be made of the advertising possibilities and the possible opportunities to expend profitably a considerable amount of money accumulated by the Manila factories for the purpose of promoting cigar trade in the American market.

LOUISIANA TOBACCO TAX MAY BE REPEALED

So much opposition to the Louisiana State tax on tobacco products has been aroused that State Superintendent of Schools, T. H. Harris, has been in conference with the Governor of that State and convinced him that the measure is not capable of being enforced and that the revenue derived is not sufficient for the purpose intended, that of building more schools in the State.

The Governor after the conference stated that in his opinion an equal amount of money, or more, could be raised from a reorganized tax on natural resources and that the tobacco tax should be abandoned.

In a circular issued by Mr. Harris and sent to all school authorities in the State, he states:

"I have just made a thorough investigation of the Alabama law which uses invoices to estimate the tax on tobacco products. The results of the investigation are unsatisfactory. In view of these facts it seems to me that it is highly desirable that we get away from this source of school revenues and substitute a source that will be more stable and more satisfactory from every standpoint.

"I earnestly urge, therefore, that when the governor's proposal is placed before the legislature that you assist in the passage of the measure in every way that you can."

KLEIN INCREASES SALE OF BRANDS

A novel experiment was put in effect by D. Emil Klein Company, as a means of increasing the sale of their "Haddon Hall" cigars. A half-page ad was run in a New York City newspaper offering a sample package containing ten different sizes of the "Haddon Hall" for $1.00 to any person who would clip the coupon from the paper and mail or bring it to their offices.

The response was very gratifying and the office force was taxed to capacity to meet the unusual demand for the sample package. Care was taken so that not more than one sample package was received by the same person so far as possible, and as a result retail dealers reported an increase in the sale of the brand.

ROBY FACTORY RE-OPENS

The Roby Cigar Factory, at Barnesville, Ohio, which has been closed for a few weeks due to the fact that the company recently went into the hands of a Receiver, has been re-opened and it is understood that steady employment will be provided for quite a number of hands for some time to come.

AMERICAN TOBACCO COMPANY CONGRATULATES SALESMANAGERS ON "LUCKY STRIKE" GAIN

ON June 1st, President George W. Hill, of the American Tobacco Company, sent the following telegram to all divisional salesmanagers congratulating them on the splendid increase shown on "Lucky Strike" cigarettes during the month of May, and particularly stressing the splendid work of Vice-President Riggio:

"Lucky Strike quality wins. That is the answer. The month of May showed for the United States over 61 per cent. increase in sales of 'Lucky Strike' cigarettes compared with May last year. This not only meant that more 'Lucky Strike' cigarettes were sold and consumed in the month of May than ever before in the history of the brand, but also, that in spite of the 45 cent reduction in list price, your company did a larger dollars-and-cents volume in the month of May than ever before in the history of your company.

"We have congratulated Mr. Riggio on his sales organization's part in this feat. Now is the time for every man in the sales department to put forth every effort to eat, sleep, and drink 'Lucky Strike' cigarettes to the end that this year may be the greatest year in the history of the American Tobacco Company. It is within our power to make it so. Our customers, one and all, seem to recognize our decided tendency towards growth, and now it is up to each one of us to see that this most desired result is accomplished.

"Regards——

"GEORGE W. HILL."

UNUSUAL HISTORICAL TOUR FOR GUESTS AT TOBACCO ASSOCIATION OF UNITED STATES CONVENTION

The twenty-eighth annual convention of the Tobacco Association of the United States will be held at Old Point Comfort, Va., on June 27th, 28th and 29th, and Col. A. B. Carrington, president of the Association is looking forward to a record attendance.

Tobacco growers and others interested in the tobacco industry from all parts of the south have signified their intention of being present, as well as a large number of men allied with the tobacco industry in New York, Washington and Baltimore.

One most interesting feature of the entertainment program, scheduled for Friday, June 29th, consists of an historical tour through the Virginia peninsula, described by historians as "The cradle of the Republic." The tour starts with a visit to Yorktown, scene of the surrender of Lord Cornwallis. The party will next journey to Williamsburg, capital of the state, and the most historical city in America next to Jamestown, where luncheon will be served at the old William and Mary College, the oldest college in America, except Harvard. Numerous points of interest will be visited here including Bruton Parish Church, where Washington worshipped.

From Williamsburg the party will proceed to Jamestown, where John Smith and his followers established the first permanent English settlement in America, and where the first church erected by the settlers still stands.

On the return trip down the peninsula stops will be made at Fort Eustis, where our largest defense guns may be seen.

A boat trip around the famous Hampton Roads is also a part of the entertainment program scheduled for the afternoon of June 28th, and the annual banquet in the evening.

UNITED TO MERGE VENDING MACHINE COMPANIES

THE UNITED Cigar Stores Company is organizing a company to be known as the Consolidated Merchandising Corporation, with capitalization of $25,000,000, for the purpose of consolidating all the leading automatic merchandising companies, and to produce an automaton for retail distribution so nearly human that it will deliver the goods to the customer, make change, say "Thank you," and repeat the advertising slogan of the product, or give instructions as to its uses.

The new machine is eventually to be manufactured by the Remington Arms Company.

The companies' plans call for placing the machine in existing retail locations, the renting of wall space in office buildings, railroads, steamships and bus stations, and eventually the creation of automatic department stores.

The companies in the consolidation are the Automatic Merchandising Corporation of America, recently organized in partnership with the United Cigar Stores; the Sanitary Postage Service Corporation, which manufactures automatic postage machines, about 30,000 of which are now in various drug and chain stores of the country, and the General Vending Corporation, which operates 36,000 automatic weighing machines and has a contract with its subsidiary, the Hoff Vending Corporation of America, for distributing chewing gum.

Saunders Norvell, president of Remington Arms, will be a director of the new company. Others on the board include Albert C. Abram, executive vice-president of the United Cigar Stores; Robert E. Abram, vice-president of the Central Union Company; A. Granat, United Cigar Stores; F. J. Lisman, banker; Stanly Nowak, General Vending Corporation, and A. J. Sack, Automatic Merchandising Corporation of America.

REYNOLDS START NIGHT SHIFT

Last week the R. J. Reynolds Tobacco Company, Winston-Salem, N. C., inaugurated a night shift in their Fifth Street factory in order to increase production on their "Camel" cigarettes sufficiently to cope with the steady increase in demand.

The company reports that all their plants have for some time been running at full capacity in daytime and that while the company has been proceeding with its program for installing additional improved machinery, the demand for "Camel" cigarettes has increased so greatly as to make it necessary to put on a night force.

It is expected that the night force will have to be continued until such time as additional improved machinery can be secured and installed.

CUBAN TOBACCO COMPANY DIVIDEND

Directors of the Cuban Tobacco Company have declared a dividend of $1.50 a share on the common stock, payable June 30th to stockholders of record June 18th. The regular semi-annual dividend of two and one-half per cent. was also authorized on the prefered stock.

Last December the company paid a dividend of $1.50 a share on the common and also an extra dividend of fifty cents.

NEW SHOP IN WILKES-BARRE

Peter C. Schwartz is opening up a small smoke shop in Wilkes-Barre, Pa., at 143 Hill Street, in the very near future.

PHILADELPHIA.

LOPEZ NOW WITH G. ZIFFERBLATT & COMPANY

VICTOR LOPEZ, well-known cigar salesman, and recently connected with the Preferred Havana Cigar Company, has severed his connection with that firm and joined G. Zifferblatt & Company, of 324 North Ninth Street, manufacturers of the "Habanello" cigar.

Mr. Zifferblatt has been perfecting the "Habanello" brand for some time and had reached a point where larger distribution was necessary in order to cope with the increasing demand, so G. Zifferblatt & Company was incorporated a short time ago.

At a meeting of the corporation held a short time ago Victor Lopex was elected vice president of the company and also made sales manager for all territory outside of Philadelphia.

Mr. Ziffenblatt will continue to supervise sales in the Philadelphia district.

The quality of the "Habanello" brand has been exciting favorable comment for some time and winning many new friends. It is made in a number of popular sizes retailing at ten cents and up.

BRADY IMPROVED

J. Reynolds Brady, who was reported in our last issue as being on the sick list, has returned from his vacation trip to the mountains improved in health and is again making the rounds of the trade.

"SUTTON PLACE" IN HOLT STORES

The Holt Cigar Stores, in South Penn Square and at Fourth and Chestnut Streets, are featuring a stock of "Sutton Place" cigars manufactured by Herman Goldwater, formerly of the Natural Bloom Company.

WM. PALEY SAILS FOR PORTO RICO

Wm. Paley, of the Congress Cigar Company, who recently returned from the Sumatra and Java inscriptions in Amsterdam sailed this week for Porto Rico. He expects to return to Philadelphia on June 22d.

Manny Freeman, of S. J. Freeman & Sons, New York City, spent some time here recently visiting the trade and scooping up the orders.

CHARLIE HIPPLE FORCED TO RETIRE

THE many friends of Charlie Hipple, leaf tobacco packer and dealer, of North Third Street, were surprised and grieved to learn of his retirement from the leaf tobacco industry on account of ill health.

Acting on the advice of his physician, Mr. Hipple has sold the assets of his company to Julius Marquesee & Son, Inc., of New York City, including leaf tobacco on hand and accounts receivable.

The business has been discontinued and liquidation will take place just as promptly as possible.

Hipple Brothers & Company have specialized in the packing of Pennsylvania and Connecticut tobaccos for a number of years.

A. N. DAVIS RETURNS

A. N. Davis, vice president and general manager of the Louis King Cigar Company, whose factory is located on Bank Street, has just returned from a trip to Hartford, Conn., where he spent several days in conference with President Gus Kahn, and Treasurer J. J. Margolis, of the Company, discussing plans for the sales campaign for the last half of the year.

The new campaign on their "King Perfecto" will be launched about the middle of June.

"BOLDS" SHOWING INCREASE

Albert C. Becker, 1252 Empire Avenue, Camden, N. J., Bobrow representative for Camden and surrounding territory on "Bold," "Topic," "La Tosella," etc., reports business on their "Bold" brand picking up nicely and prospects for a continual increase on this brand throughout the summer months exceedingly good.

Willis Andruss, sales manager of the Congress Cigar Company, recently spent a few days at Atlantic City, N. J., visiting Dusel, Goodloe & Company, distributors of the "La Palina" in that territory. A very fine business on this brand is being enjoyed there, with excellent prospects for the summer months.

Harry Bassett, of Park & Tilford, was a visitor here recently, going the rounds of the trade.

A Great Long Filler Machine

Improved!

With Three Important Stock and Cost Saving Features—

1. Binder Suction Table with Individual, Direct-Connected Motor-Driven Suction Fan;
2. Latest Type of Friction Clutch with Emergency Stop;
3. The Famous Alemite-Zerk System of Lubrication.

Labor Stock and Money Saving Features

A—The Binder Suction Table assures smoother and more perfectly-rolled bunches. It also effects saving in binders because smaller binders can be used.

B—The latest type of friction clutch and emergency stop makes the machine run more smoothly and permits the instantaneous stopping of the machine at any point. It also reduces the upkeep cost.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the fillers mechanically in exactly the same way as this is done by hand; a few sprigs of fillers being intermittently added until the bunch is built up to the proper size and condition.

F—Improved method of filler feeding insures uniform results even with inexperienced operators.

G—Any size or shape of bunch, and both right and left hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators it produces 450 to 500 uniform bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of fillers.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

Write for illustrated price folder and complete Model S information

The **MODEL S UNIVERSAL**

Long Filler Bunch Machine

(Non-Blending Type)

For High Grade Work

THE MODEL S Universal Long Filler Machine is now being made with (or without) Binder Suction Table and with (or without) individual direct-connected, motor-driven suction fan. This new suction feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly-rolled bunches. It also *effects a saving of binders* because smaller binders can be used.

This High Grade Long Filler Bunch Machine is built with the latest type of friction clutch and emergency stop. This causes the machine to run more smoothly and permits the stopping of the machine at any point in its operation. It also reduces the upkeep cost of the machine.

The Model S is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

The price of the Model S Universal Long Filler Bunch Machine (non-blending type) equipped with ½ H. P. motor, individual drive equipment and two chairs, is

$1450

Convenient Time Payment Terms

With Binder Suction Table . . $50.00 extra
With individual direct-connected, motor driven Suction Fan . . . . . $75.00 extra

Prices F. O. B. Factory Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

REPEAL of the flexible provisions of the tariff act of 1922, particularly those of section 315, was recommended to the Senate shortly before the end of the session by the select committee on the investigation of the Tariff Commission.

Experience has not demonstrated the practical value of these provisions, it was asserted by the committee, and the administration of them has absorbed almost the entire time of the commission without corresponding benefit.

"It is impracticable for the President to devote the time and attention essential to the proper performance of the duties imposed upon him by the flexible tariff law," it was stated. "The Chief Executive is already overburdened with executive duties.

"Tariff making and revision under our Constitution are legislative duties, and to impose such responsibilities on the President as are carried in the flexible provision confuses legislative and executive responsibility.

"It is believed that the Tariff Commission should be made a congressional agency, and should recommend duties and report the same direct to the two Houses of Congress. Various plans for organization of the commission have been suggested. It should be accomplished in such a manner as to relieve the President of acting on the commission's reports, and to restore tariff rate making to the legislative branch of the Government."

If the United States Tariff Commission is to be continued, it was declared by the committee, its prestige can only be restored and maintained by safeguarding against membership on the board of former representatives of special interests or organizations concerned directly with the work of the commission.

The committee spent approximately two years in investigating the situation in the Tariff Commission, where controversies which engaged the attention of the entire country had arisen as a result of the commission's efforts to carry out the provisions of the flexible tariff law.

Need for High Tariff Stressed

Demands of the Democrats for downward revision of the tariff were bitterly attacked May 29, just before the end of the session, by Representative Crowther, of New York, in a lengthy speech on the floor of the House. Instead of reducing the tariff, he declared, what this country really needs is an even higher tariff wall, in order to protect our present wage level and the ability of American labor to purchase the products of American manufacturers.

Making a strong plea for the support of American industry, Representative Crowther declared, "There are many ways of demonstrating our loyalty to America, but I know of no more practicable way to express it than for us all to be quite certain that when we need articles of either necessity or luxury that we buy goods made in the United States of America, where a decently filled pay envelope is the reward for toil and service. Money spent for goods made in foreign countries does not put a dollar in the pay envelope of American workers.

"Foreign-made merchandise is sold at a tremendous profit, even after the tariff charges are paid by the importer. This is a result of starvation wages paid to labor in the country where these goods are produced. Compared with the great mass of American workers, these people are just able to eke out a mere existence. America is the Mecca of the producer who has no payroll to meet, and sends good American money to Europe to help the foreign manufacturer pay his employees and fatten his own bank account with the profits that represent the difference between cheap foreign goods and the high-price tag that is placed on them when offered for sale to the American public."

Every country in the world has raised its tariff rates since the World War ended, except Canada, Mr. Crowther asserted. The United States is the best cash customer in the world, he continued, and this country has been flooded with literature and professional propaganda during the last few years, all for the purpose of creating discord and to discredit the protective policy.

Loss and Damage to Freight Shipments Show Increase

Claims for loss and damage to freight shipments paid by the railroads of the United States and Canada last year totaled $38,713,059, according to figures just compiled by the American Railway Association. This was an increase of $525,744 as compared with 1926, but was $59,038 under the payment for 1925.

As a result of the improved condition of railway equipment, claims resulting from defective equipment in 1927 showed a reduction as compared with the preceding year, as did claims resulting from train accidents, robbery, employees' errors, improper handling, loading and stowing and fire. Increases, however, were reported in the number of claims resulting from rough handling, delay and unlocated and concealed damage. The number of claims presented in 1927 totaled 2,527,055, an increase of $35,199 over those of 1926.

(Continued on Page 10)

STOCK DIVIDEND OF SEVEN AND ONE-HALF MILLIONS ANNOUNCED BY GEORGE J. WHELAN

ANNOUNCEMENT of a stock dividend, involving approximately seven and one-half million dollars ($7,500,000.00), given to its tobacco jobbers and retailers throughout the United States, and marking a revolutionary step in the history of American merchandising, is made today by George J. Whelan, President of The Union Tobacco Company in answer to a plea from the Joint National Committee of Tobacco Retailers and Jobbers for a Living Margin of Profit. The dividend made available is 300,000 shares, which, at the present market price of approximately $25.00 per share, equals $7,500,000.00.

The Union Tobacco Company, makers of "Herbert Tareyton," Melachrino," and "Three Kings" cigarettes, declares to its jobbers a stock participation in Union Tobacco stock on a basis of three per cent. of the wholesale price of goods bought from the company, based on a price of $30.00 per share. A jobber buying a thousand dollars' worth of Union Tobacco Company merchandise receives one share of stock. The retailer receives a stock dividend of ten per cent. of the cost of goods to him from the jobber, based on same valuation of Union Tobacco stock—thirty dollars. A retailer buying three hundred dollars' worth of Union Tobacco Company merchandise will receive one share of stock. Both these distributions are in addition to any and all discounts retailers and jobbers are now receiving.

Stock certificates, according to Mr. Whelan, will be packed with goods and will be exchanged at the offices of the Union Tobacco Company, 511 Fifth Avenue, New York City, for permanent stock certificates.

Mr. Whelan's step in stock distribution and participation in profits by retailers and jobbers is in line with his promise to give better margin of profit to jobbers and retailers who, according to the Committee, have "in the last twenty-five years, seen their percentage of profit cut in half during a period of economic life when all overhead and general operation expenses have mounted."

"The tobacco manufacturers are dependent upon the retailers and jobbers for their existence and every consideration should be given to them."

Mr. Whelan states this plan will directly affect several hundred thousand outlets that sell tobacco products, including cigar stores, drug stores, stationery stores, restaurants, grocery stores, etc.

Mr. Whelan feels that in view of the tremendous increase in the value of stock of his Tobacco Products Company, which in a period of seven years rose from one dollar to a hundred dollars at a time when tobacco consumption in the United States was only forty per cent. of the present, the stock of the Union Tobacco Company may easily have a far greater future. If the history of the Union Tobacco Company follows that of the Tobacco Products Company, the value of the stock distributed will increase from three per cent. to ten per cent. for jobbers and from ten per cent. to thirty per cent. for retailers.

Mr. Whelan made clear that stock certificates passed on to the retailers will be distributed among the owners of the individual stores. As a result of arrangements made with the Schulte Cigar Stores, the United Cigar Stores, and other chain stores, such stock certificates will be passed on to store managers and store clerks.

It is stated that about $7,500,000 in stock is involved in this plan. The date of the plan's being put into effect will be announced shortly.

GENERAL TO OPEN WILMINGTON FACTORY

ANNOUNCEMENT has been made by the Wilmington, Delaware, Chamber of Comerce, that the General Cigar Company, with main offices in New York, is establishing a cigar plant in that city. Installation of machinery has been started and the plant is expected to be in operation by the middle of June.

At the outset, the new plant will employ 250 cigar makers, with the expectation of increasing this to 400 by winter.

The building which the General Cigar Company will occupy, on a long term lease, is four stories in height and contains 35,000 square feet of space. The building was formerly occupied as a hosiery knitting mill.

Mr. Irvin Weissman, who was manager of the Wilmington plant of the P. Lorillard Company for over seventeen years, will manager the General Cigar Company's Wilmington plant.

The announcement that the General Cigar Company is establishing a cigar factory in the Delaware metropolis has been received with much enthusiasm by the business interests of that city, coming on the heels of the closing of cigar factories operated by the P. Lorillard Company, Congress Cigar Company, and the G. H. P. Cigar Company. When these plants closed down during the past winter and spring about 800 skilled cigar makers were thrown out of employment, about one-half of whom will be taken up by the General Cigar Company.

HUDSON COUNTY TOBACCO COMPANY INCORPORATES TRENTON BRANCH

The Hudson County Tobacco Company, distributors of tobacco products in New Jersey, has incorporated their Trenton branch, under the firm name of Hudson County Tobacco Company, Trenton Branch, Inc.

Capital stock authorized is $75,000, with $55,000 paid in. Louis P. Brenner is the owner of 75 shares, and Morris and Max Jacobwitz 475 shares.

The Trenton branch is located on Hamilton Avenue, just west of Chambers Street, in Trenton, N. J.

News from Congress

(Continued from page 8)

Purchasing Power of $1 Increasing

The purchasing power of the dollar, as measured by average living costs, for the American wage-earner and other persons of moderate means, which includes a great majority of the population, today stands higher than it has for nearly five years, according to a survey just made by the National Industrial Conference Board. The dollar is now worth, on the basis of living costs during March, 62.1 cents, in comparison with the purchasing power of the pre-war dollar in July, 1914. It was lowest in July, 1920, when it stood at 48.9 cents as compared with the same month in 1914.

The purchasing power of the dollar has been enhanced by a net decline in the cost of living of 21.2 per cent. since July, 1920, the peak of the post-war inflation period. This decline has been a fairly steady one for the past two years, living costs today being the lowest since June, 1923, when they were at about the present level.

John Golden

Famous Producer

writes:

'When concentrating on the intricate work of a new production, a good smoke is both relaxation and a pleasure. I enjoy Lucky Strikes. They do not irritate the throat and their flavor is unsurpassed."

John Golden

The Cream of the Tobacco Crop

"Yes Sir-I know LUCKY STRIKES are made from 'The Cream of the Tobacco Crop.' I know this for a fact because I have watched their buyers at the different sales and they always insist upon having 'The Cream of the Crop.'"

L. J. Mangum

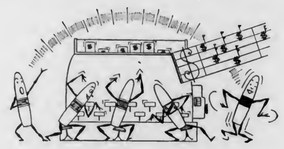
Tobacco Grower

"It's toasted"

No Throat Irritation-No Cough.

© 1928, The American Tobacco Co., Inc.

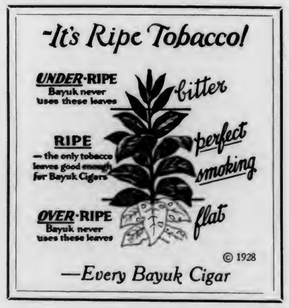
Bayuk Cigars Play a Sweet Tune on Your Cash Register



There is no music in an occasional toot. . . . It takes a succession of sounds to make a melody. . . . There is no money in a cigar that sells now and then. It takes a succession of sales to make a cigar business.

Bayuk cigars are made to sell repeatedly. Every Bayuk cigar carries with it to the smoker the desire for another of the same brand. Quality does it! There's good tobacco in Bayuk cigars. It is expertly chosen. Carefully sorted. Painstakingly cured. Skilfully worked. It represents unmatchable cigar value! . . . Everything is done that can be done to make Bayuk cigars SELL—and to keep on selling; to hold every customer they make; and to induce those customers to pass the good news on to their friends.

Isn't that the kind of business you want? Then get in touch with your jobber—today. You can stock half your case with Bayuk brands and sizes, and have a price range with which you can meet ninety per cent. of the popular demand—from "nicklers" to "three-for-fifty." And every one an established brand that needs no introduction!



BAYUK BRANDS BUILD BUSINESS

CHARLES THOMSON HAVANA RIBBON
BAYUK PHILADELPHIA HAND MADE
MAPACUBA PRINCE HAMLET

BAYUK CIGARS Inc.
PHILADELPHIA

Makers of fine cigars since 1897

"SUNSET" COX ARRIVES

Charles S. ("Sunset") Cox, one of the bright and shining luminaries of the Oriental newspaper fraternity, arrived in New York after a trip across the United States. "Sunset" traveled by motor bus. In fact, he traveled when he felt like it, and he stayed over at the places that looked good to him and where he could assemble a crowd to listen to a lecture on Philippine resources and possibilities, or find a microphone that would carry his message to America's millions.

Evidently, the millions were pleased with "Sunset's" propaganda. The newspapers en route gave him much space, the chambers of commerce opened their doors, and the rotary clubs invited him to lunch. "Sunset" has spent twenty-seven years in the Far East, most of the time as a newspaper man in the Philippines, in Japan and China. He went out with the Fourth Cavalry. Served his enlistment, and qualified immediately after as a special writer on things oriental. Recently he spent a time in the Cagayan Valley, the tobacco growing section of the Philippines, and wrote an interesting series of articles headed "The Romance of Tobacco", for the Journal of the American Chamber of Commerce, Manila.

This is his first visit to the United States in twenty-seven years. No wonder Americans like to listen to him and read what he writes! An original viewpoint, the happy faculty of seeing things and reporting them in a style of his own, a good fellow, a good mixer, makes "Sunset" welcome wherever he goes.

LEE ROY MYERS PASSES AWAY

Lee Roy Myers, well-known cigar manufacturer, of Savannah, Ga., died in that city on May 25th, at the age of seventy-six years.

Mr. Myers had been associated with the tobacco industry for more than fifty-eight years, entering the employ of Goodman & Myers, wholesale tobacconists, in 1869. The company was reorganized in 1873 and Mr. Myers became a partner in the business. In 1881 the firm began the manufacture of cigars. Later Goodman & Myers was dissolved and the firm of Lee Roy Myers & Company was formed, and in 1907 it was again reorganized under the name of Le Roy Myers Company, and Mr. Myers' three sons were admitted to the firm.

Mr. Myers was also the founder of the Cortez Cigar Company, of Key West.

At the time of his death Mr. Myers was president of the Board of Education and a director of the Citizens and Southern National Bank. He was also president of the Cortez Cigar Company and vice-president of the Chatham Savings and Loan Company.

GOOD PHILIPPINE CROP

According to Secretary Ventura, of the Department of Interior, who has just returned to Manila from a trip to the Cagayan Valley, there will be a very good tobacco crop in the Philippines this year. He said that prices for the product seem to have decreased considerably, however, the farmers are not very much concerned over this fact as it is expected that prices will regain their normal level shortly.

CULLMAN ATTENDS WEDDING OF DAUGHTER OF GOVERNOR SMITH

Mr. and Mrs. Howard S. Cullman were guests at the wedding of the daughter of Governor Alfred E. Smith, which was solemnized at Albany, New York, last Saturday evening.

You can't beat it, Men!

P.A. AND a pipe . . . what a combination in restraint of gloom *that* is! Why, Prince Albert starts broadcasting its happiness-program the instant you fling back the hinged lid on the tidy red tin. What an aroma! Fresh. Inviting. A fragrant hint of a glorious taste to come.

Then you put a load into the muzzle of your pipe and light up. Now you're getting it. Cool as a reminder of a mortgage. Sweet as a clear title. Mild and mellow and long-burning, right to the bottom of the bowl. Mild, yet with a rich, deeply satisfying body.

Beat it? Why, you can't even "tie" it. Prince Albert has led them all in sales for years and years. There's only one reason for that, so far as I can make out. P.A. is giving more pipe-joy to the cubic inch, and the smokers of America have found it out. Go get some P.A. and prove it.

Here you are, Men—TWO full ounces of grand smokings.

PRINCE ALBERT

—the national joy smoke!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

THE FASTEST-GROWING CIGARETTE IN AMERICA

up!
up!
up!

Steadily up go the sales!

© P. Lorillard Co., Est. 1760

OLD GOLD

SMOOTHER AND *BETTER* . . . NOT A COUGH IN A CARLOAD

TOBACCO TRADE ORGANIZATIONS

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CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
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WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

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W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

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ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York City ..... Secretary and Treasurer

RETAILERS & JOBBERS COMMITTEE

(*Continued from Page 4*)

A definite constructive step, the declaration of a stock dividend of three per cent. and ten per cent. to the jobbers and retailers of America, respectively, has been taken by the Union Tobacco Company, in answer to the plea of the Joint National Committee of Tobacco Retailers and Jobbers for a Living Margin of Profit, it was made public today by George J. Wemyss, chairman of the Committee.

This step came as a result of an appeal made to five major tobacco manufacturers for a revision of the situation in the tobacco industry to give retailers and jobbers a just share of profit on tobacco merchandise. The action of the Union Tobacco Company was authorized by cable from George J. Whelan, president of the firm, now in Europe.

The Liggett and Myers Tobacco Company, the P. Lorillard Company, the American Tobacco Company, and the Reynolds Company replied without any concrete suggestions, according to Mr. Wemyss.

Mr. Wemyss expressed himself as very much gratified by the action of the Union Tobacco Company, which he said showed a commendable spirit of justice and fair play and which he believed would point the way to far-reaching developments along stock-sharing lines. The appeal was made by the tobacco retailers and jobbers because in the last twenty-five years, they have seen their percentage of profit cut in half during a period of economic life when all overhead and general operation expenses have mounted. The problem has become such a pressing one in the wholesale and retail tobacco business and has assumed such seriousness that the determination was reached among small as well as large tobacco dealers that a radical change in relations between manufacturers on one side, and jobbers and retailers on the other, must be made.

Since the committee was formed, letters have been received from retailers and jobbers throughout the country urging that an appeal be made for a betterment of conditions.

Copies of letters received from

1. American Tobacco Company—George W. Hill, President.
2. Liggett & Myers Tobacco Company—C. W. Toms, President.
3. R. J. Reynolds Tobacco Company—Sales Department, C. W. Harris.
4. P. Lorillard Company—D. H. Ball, Senior Vice President

1. "I have your letter of May 29th. My Company would like very much to see a better condition, both as applied to the retail and the jobbing end of the tobacco business. We have, in the past, endeavored to work towards this end on several occasions, as you are well aware. Indeed, we carried our efforts to such an extent as to provoke charges by the Federal Trade Commission that we were violating the law. We were exonerated from these charges, it is true, but our efforts were unsuccessful.

"We do not know just what we can do, but, after of course giving our first thought to the protection of our own business to the end that we are not discriminated against by any prices that may be made on competitive products, we have no hesitation in stating to you that we would be heartily in sympathy with any concrete and constructive suggestion along the lines of your letter that would be within the law and at the same time not tend to price discrimination against us."

(Signed) GEORGE W. HILL.

(*Continued on page 18*)

POSTAL RATES REVISED

THE Tobacco Merchants Association has forwarded the following bulletin in reference to the postal rate law passed by the last Congress:

On May 29th the President signed a general postal rate revision bill, which will become effective on July 1st next.

The following is a summary of the principal changes:

First Class Mail

The letter mail rate will remain as at present, but the rate on private mailing cards or picture cards is reduced to one cent each.

Second Class Mail

There has been a general revision in the rate to publishers. On copies of newspapers and magazines mailed by other than the published, the rate has been reduced from two cents for each two ounces or fraction thereof, to one cent for each two ounces or fraction thereof.

Third Class Mail

This class covers general advertising matter and circular matter usually forwarded in the open envelope. It also includes all merchandise shipments under eight ounces.

The rate on small mailings remains as at present, one and one-half cents for each two ounces or fraction thereof .

A special rate of twelve cents per pound with a minimum charge of one cent per piece will be applicable on mailings of 200 identical pieces, or where the quantity weighs twenty pounds or more. The effect of this is to make the rate on the open envelope one cent each where the weight does not exceed one and one-third ounces, with a proportionate increase as this weight is exceeded up to two ounces.

On this kind of mailing a pre-cancelled one-cent stamp can be used where the individual pieces are one and one-third ounces or less, and some kind of a permit system will be developed by the Post Office Department to indicate the postage paid where the rate is a fractional amount.

Parcel Post (Fourth Class Mail)

The present rates remain intact on the first three zones, but there has been a reduction of one cent per parcel on shipments to the fourth, fifth, sixth, seventh and eighth zones.

Special Handling and Special Delivery

A charge of ten cents is provided for special delivery on first class mail weighing not more than two pounds; if more than two pounds, and not more than ten pounds, twenty cents, and if over ten pounds, twenty-five cents.

On other than first class mail payment of special delivery fee in addition to regular postage would insure expedited handling the same as first class mail. This delivery charge would be fifteen cents (not more than two pounds), twenty-five cents (two pounds to ten pounds), more than ten pounds, thirty-five cents.

The special handling charges on parcel post matter would be ten cents where weight is two pounds or less, fifteen cents where weight is not less than two pounds and not more than ten pounds, and twenty-five cents if over ten pounds.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OP'TIMO CIGARS

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

made good

LA PALINA
CIGAR

N. C. L. T. A. CONVENTION

(*Continued from Page 3*)

The Future Expansion of the Cigar Industry: Cigars have not increased for the last twenty-eight years, and, as the possible expansion of the cigar industry depends upon increased production of acceptable five-cent cigars, it is obvious that no economy of production can be had through cheaper tobacco, lower-priced labor, less expensive containers, or lower cost of distribution. Therefore, it was resolved that the President appoint a committee to make a survey of the industry, with the co-operation of the cigar manufacturer, and with a view of suggesting some practical methods of saving costs and stimulating the production of five-cent cigars. The committee to report at the annual convention of the N. C. L. T. A. to be held in New York the first Monday in June, 1929. The following committee was appointed: Howard Cullman, of New York, chairman; Benjamin Haas, of Hartford, Conn.; Joseph Mendelsohn, of New York; William McIntosh, of Edgarton, Wis.; Henry Wemmer, of Lima, O.; Louis Leopold, of New York; Major Newburgh, of Hamilton, O.; Richard Traiser, of. Boston, Mass., and Anthony Schneider, of New York.

Amendment of Volstead Act

Whereas, the Eighteenth Amendment and the so-called Volstead National Prohibition Act have now been in force for more than nine years, a period sufficient to demonstrate the wisdom or unwisdom of this experiment in seeking to regulate the personal habits of more than a hundred million people by a Federal statute at variance with the convictions of a large number, if not a majority, of the citizens of the country, the enactment of which was obtained by an aggressive and militant minority organized by paid agents who have fattened on the contributions of those whom they have induced to support the prohibition cause; and

Whereas, during the decade prior to the adoption of the Eighteenth Amendment great progress was made toward genuine temperance in the use of intoxicating liquors; and

Whereas, after nine years of unremitting effort on the part of the Federal Government and of nearly all the States of the Union and the expenditure of hundreds of millions of dollars it has been demonstrated to every fair-minded person that the Volstead Act cannot be enforced; and

Whereas, under the Federal Prohibition Law abuses have grown up which constitute a far greater menace to the welfare of the people than the unrestricted use of intoxicating liquors, abuses which include the corruption of a large part of the personnel of the Federal and State prohibition enforcement and police services, many of whom have been convicted of serious crimes for which they have been sentenced to serve penitentiary terms; the killing by enforcement officers of a large number of citizens, many of whom have been entirely innocent of any wrongdoing; the creation of a law-breaking industry known as bootlegging which has developed a criminal aristocracy of great wealth unscrupulously employed in the prosecution and defense of all forms of crime, including murder; the manufacture, distribution and consumption of enormous quantities of spurious and frequently poisonous substitutes for alcoholic beverages; the consumption of strong alcoholic liquors by boys and girls in every stratum of society; an enormous increase in drunkenness in cities, towns and villages throughout the country and in the multifarious crimes directly traceable to drunkenness; the tendency to disregard not only the prohibition law but other laws on the part of a large number of previously law-abiding citizens; and

Whereas, to bring about these deplorable conditions the Federal Government has sacrificed enormous sums in the revenues formerly derived from the manufacture and sale of alcoholic liquors while at the same time much larger sums have gone to fill the pockets of the bootlegging industry; and

Whereas, experience has demonstrated that the people of the United States would cheerfully pay for the privilege of procuring a wholesome malt beverage with a limited alcoholic content a rate of tax high enough to produce not less than half a billion dollars per annum which beverage sold for consumption exclusively in the home—and not in the saloon, for no reputable citizen desires the return of the saloon—would form a welcome substitute for the concoctions now so freely marketed by illicit producers and vendors; and

Whereas, such a tax on malt liquors cheerfully paid by the consumers would enable Congress to repeal all other really burdensome taxes, including the greater part of the individual income tax; therefore be it

Resolved, that the National Cigar Leaf Tobacco Association, in annual convention assembled, having in mind no other consideration than the welfare of the country and the health and prosperity of all the people, deem it a patriotic public duty to call attention to the lamentable conditions now prevailing as the result of this misguided and abortive attempt to restrict personal liberty by statute and urge upon Congress the speedy amendment of the Volstead Act so as to permit the manufacture, sale and consumption of sound malt liquors having a reasonable alcoholic content to the end that such liquors may be substituted for the harmful and deleterious beverages now being manufactured and sold at enormous profits while the Federal Treasury is deprived of a revenue that would enable it to render negligible the entire tax burden of the people.

The above resolution was adopted with only three dissenting votes, they being Milton Ranck, of Lancaster, Pa.; Leonard A. Wheeler, of Troy, O., and Max Lubetsky, of Grand Rapids, Mich.

Washington Representative: Resolved, that the N. C. L. T. A. retain the services of its Washington representative, W. L. Crounse.

Co-operation of the Trade Press: The N. C. L. T. A. extends to the trade press a hearty expression of its appreciation for the assistance in publicity rendered during the year.

Thanks to the Entertainment Committee: That the thanks of the convention are tendered to the Entertainment Committee for their unremitting efforts in behalf of the comfort and pleasure of all the delegates.

Next Convention in Gotham

Howard Cullman, president of the New York Leaf Tobacco Board of Trade, invited the N. C. L. T. A. to hold its next meeting in New York the first Monday in June, 1929. The invitation was unanimously accepted.

The election of officers for the ensuing year was now in order, and the following were elected:

Nathan I. Bijur, of New York, president, re-elected.

W. Lukaswitz, of Dayton, O., vice-president.

Henry Fisher, of New York, secretary, re-elected.

Maurice Hartman, of Hartford, treasurer, re-elected.

President Bijur then appointed the directors and various committees as follows:

Directors

Joe Duys, New York City; Fred B. Griffin, Hartford, Conn.; John J. Rogers, Philadelphia, Pa.; William Paley, Philadelphia, Pa.; William J. Lukaswitz, Dayton, Ohio; Charles Duignan, New York City; Milton Ranck, Lancaster, Pa.; Sam. Grabosky, Philadelphia, Pa.; Sol Kohn, Hartford, Conn.; Howard Cullman, New York City; Milton Durlach, New York City; Jerome Waller, New York City.

Legislative Committee

Joseph Mendelsohn, New York City; Richard Traiser, Boston, Mass.; Howard Cullman, Chairman, New York City; Milton Ranck, Lancaster, Pa.; Lloyd Bekkedal, Westby, Wis.; Al. Mendelsohn, Hartford, Conn.

Trade Regulations Committee

Maurice Hartman, Hartford, Conn.; William McIntosh, Edgerton, Wis.; Louis Leopold, New York City; Howard Taylor, Lancaster, Pa.

Finance Committee

Harry Rothschild, New York City; Joe Duys, New York City; William Spitzner, New York City.

Standardization Committee

Fred B. Griffin, Hartford, Conn.; Maitland Jefferson, Sparta, Wis.; W. J. Lukaswitz, Dayton, Ohio; Howard Taylor, Lancaster, Pa.; Milton H. Ranck, Lancaster, Pa.; William McIntosh, Edgerton, Wis.

Conference Committee

Harry S. Rothschild, New York City; Benjamin L. Haas, Hartford, Conn.; Henry Fisher, New York City; Henry Wemmer, Lima, Ohio.

Committee on Arbitration

Joseph Cullman, Sr., Chairman, New York City; George William Spitzner, New York City; Menko Rose, Jr., New York City; George Berger, Cincinnati, Ohio; William P. Haas, Hartford, Conn.; Lloyd Bekkedal, Westby, Wis.

Membership Committee

Herbert J. Curtis, New York City; Milton Samuels, New York City; M. H. Ranck, Lancaster, Pa.; Percival R. Lowe, Jr., New York City; Jack Marquesee, New York City.

Credential Committee

Maurice Hartman, Hartford, Conn.; Albert Newfield, Hartford, Conn.; Joe Duys, New York City.

Traffic Committee

Charles Duignan, Chairman, New York City; Harry Wetstone, Hartford, Conn.; Eugene R. Dreyer, New York City; Henry Fisher, New York City.

Committee on Freight

Jacob Mazer, Chairman, Detroit, Mich.; D. McCarthy, Evansville, Ind.; H. Wemmer, Lima, Ohio.

The Entertainment Committee, composed of W. J. Lukaswitz, M. E. Stern, Samuel Jaskulek, Russel Gay, Lewis Newburgh, and L. A. Wheeler, came in for much praise from all those who attended the convention for the splendid program provided.

G. W. HELME COMPANY DIVIDEND

Directors of George W. Helme Company, snuff manufacturers, have declared dividends of $1.75 per share on the preferred stock and $1.25 per share on the common stock of the Company, payable July 2d to stockholders of record at close of business June 11th.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

HAVING LOCATED IN DALLAS, TEXAS, WOULD LIKE TO hear from Cigar Factories making Class C and up, requiring representation in this live State with its many growing cities. Must be exceptionally high class merchandise, because the "Big Boys" are certainly after the business down here too, and goods must be attractive propositions to even get a hearing with the better class jobbers.

Would also like Specialties suitable for carrying with cigars as side line. What have you? Address John H. Baker, 3400 Cole Avenue, Dallas, Texas.

CIGAR JOBBERS WANTED IN NEW JERSEY AND WEST VIRGINIA on five-cent and ten-cent and up quality brands. Cigar manufacturers since 1892. For information write Box No. 520, care of "The Tobacco World."

SALESMEN WANTED

SALESMEN—LIBERAL COMMISSIONS ON HANDY 110-Volt Electric Cigarette Lighter. Sells easily to drug and tobacco trade. Popularly priced. Distinct novelty. New! All territories open. U. S. Electric Mfg. Corp., 222 West Fourteenth Street, New York City.

FOR SALE

1918-19-20-22 SOUTHERN WISCONSIN GROWN SPANISH Leaf Tobacco—188 cases, approximately 300 pounds each. For sale by L. G. Anderson, 2127 Iowa Street, Chicago, Ill.

The Tobacco World

Established 1881

VOLUME 48 JUNE 15, 1928 No.12

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

VINCENT del BLANCHE:—45,232. For cigars. May 23, 1928. Vincent Gengarelli, New York, N. Y.

PHILLY-TAMPS:—45,233. For all tobacco products. May 24, 1928. Joseph Galeger, Philadelphia, Pa.

PIPE SWEET:—45,234. For smoking tobacco. May 24, 1928. Daniel Frank Co., Boston, Mass.

AIRMAN:—45,236. For cigars, cigarettes and tobacco. May 29, 1928. Union Tobacco Co., New York, N. Y.

UNION ASH:—45,237. For cigars, cigarettes and tobacco. May 31, 1928. Sidney J. Freeman & Sons, New York, N. Y.

GOLDEN ASH:—45,238. For cigars, cigarettes and tobacco. May 31, 1928. Sidney J. Freeman & Sons, New York, N. Y.

PADDINGTON:—45,239. For cigars, cigarettes and tobacco. May 29, 1928. E. Popper & Co., Inc., New York, N. Y.

CRAYTON ARMS:—45,240. For cigars, cigarettes and tobacco. May 29, 1928. E. Popper & Co., Inc., New York, N. Y.

SURREY HALL:—45,241. For cigars, cigarettes and tobacco. May 29, 1928. E. Popper & Co., Inc., New York, N. Y.

BEVERLY MANOR:—45,242. For cigars, cigarettes and tobacco. May 29, 1928. E. Popper & Co., Inc., New York, N. Y.

WEMBLY:—45,243. For cigars, cigarettes and tobacco. May 29, 1928. E. Popper & Co., Inc., New York, N. Y.

SYDENHAM:—45,244. For cigars, cigarettes and tobacco. May 29, 1928. E. Popper & Co., Inc., New York, N. Y.

VILLAZON DE LUXE:—45,245. For all tobacco products. June 1, 1928. Villazon & Co., Tampa, Fla.

SERABIAN'S JEWEL TIPS—JEWEL CROWNS:—45,246. For all tobacco products. June 4, 1928. D. Serabian, Boston, Mass.

YARDLEY:—45,251. For pipes and smokers' articles. June 7, 1928. House of Comoy, New York, N. Y.

T. A. T.:—45,252. For all tobacco products. May 25, 1928. American Litho. Co., New York, N. Y.

TRANSCONTINENTAL AIR TRANSPORT:—45,253. For all tobacco products. May 25, 1928. American Litho. Co., New York, N. Y.

LA RONSON:—45,247. For cigars. June 6, 1928. Leo Aronson, Dorchester, Mass.

FIVE DAY WEEK:—45,248. For cigars, cigarettes and all manufactured tobacco. June 6, 1928. Monroe Adler, Chicago, Ill.

CHATSWORTH HALL:—45,249. For cigars. June 6, 1928. Jacob Gredinger, New York, N. Y.

RE-REGISTRATION

THE CHATSWORTH:—45,250. For cigars. Registered June 6, 1928, by Jacob Gredinger, New York, N. Y. (Originally registered April 18, 1898, by Philip Betz & Co., New York, N. Y., predecessors to the registrant.)

TRANSFERS

TAT:—18,781 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered October 16, 1909, by The W. L. Bucher Cigar Co., Dayton, Ohio. Transferred to the American Litho. Co., New York, N. Y., June 9, 1928.

GOTHAMITE:—26,022 (U. S. Tobacco Journal). For cigars. Registered September 26, 1902, by Frank Weber, New York, N. Y. Transferred to T. H. Hart & Co., Philadelphia, Pa., and re-transferred to Lewis & Emmott, Philadelphia, Pa., April 1, 1928.

KING MIDAS:—20,631 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered March 15, 1899, by Geo. S. Harris & Son, New York, N. Y. Transferred to J. B. Wilson Cigar Co., Bethesda, Ohio, and re-transferred to Wilbert McHenry, Cambridge, Ohio, December 30, 1927.

RETAILERS & JOBBERS COMMITTEE

(Continued from Page 14)

2. "The present demoralized condition in the tobacco jobbing and retail trade as pointed out in your letter of May 29, due to extreme price-cutting, is a matter of deep concern to our company. Since the organization of our company in December, 1911, we have always favored and urged that a reasonable and fair profit be made by the tobacco jobbers and retail dealers, and, to the extent of having to defend at considerable expense a number of suits in the Federal Courts in different sections of the country, we have done what we could to help the situation."

(Signed) C. W. TOMS.

3. "We acknowledge your letter of the 29th ult. in which you advise that 'the determination has been reached . . . that a radical change in relations between manufacturers, and jobbers and retailers must be made,' and in which further you ask for an expression from this company.

"We are not advised as to the radical change which you propose and therefore naturally cannot comment on it.

"There are many things in the tobacco business to which we are not parties and which are entirely beyond our control. But it is always our desire that conditions affecting the marketing of our products be satisfactory to all concerned and that our customers, both jobbing and retail, should benefit by a proper profit.

"We have but one price and no 'insides.' We have no financial interest in any chain system, individual retail store, or jobbing house, and we make no special 'insides' or confidential concessions to them. Thanking you for your letter, we are, etc."

(Signed) C. W. HARRIS.

"We agree with you that the general tobacco business from a jobber's and retailer's standpoint is not and has not been for several years in a satisfactory condition, which state of affairs is very much regretted by this Company, as a manufacturer is dependent upon the jobber and retailer to reach the consumer with his merchandise.

"This company provides a trade allowance of ten per cent. on all of its products to the jobber which is a fair profit to him and if the retailer would retain a fair margin of profit, each would be on a sound financial basis and the manufacturer in turn would be assured an adequate distribution of its products. This, of course, is what we desire; but all that the manufacturer can do is to provide the trade allowance and leave to the determination of the jobber and retailer the profit that each is to retain; for you of course realize that this company cannot and does not dictate the price at which its products shall be sold by jobber or retailer."

(Signed) D. H. BALL.

MORRIS STARTS RETURN

David F. Morris, Tobacco Agent for the Philippines left San Francisco June 12th for his return to the East. He will cover the trade in northern California, Oregon and Washington en route. Mr. Morris expects to arrive in New York by August 1st.

LOEB VISITS DAYTON CONVENTION

Adolph Loeb, leaf tobacco dealer of North Third Street, attended the National Cigar Leaf Tobacco Association convention in Dayton last week as a delegate.

BUYERS' GUIDE

CIGAR BOXES

NIC. ALTHAUS CO
MANUFACTURERS OF HIGH GRADE CIGAR BOXES
CEDAR SAW AND PLANING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
TEL. ASHLAND 6341 ESTABLISHED 1875
637-641 EAST 17TH ST. NEW YORK.

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

It Pays to Advertise
IN THE
TOBACCO WORLD

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
607 Shelby Street :: DETROIT, MICH.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

Colorgraphic
LABELS-BANDS-ADVERTISING
WINDOW TRANSPARENCIES
Quality Service
AMERICAN LITHOGRAPHIC COMPANY
NINETEENTH STREET & FOURTH AVENUE NEW YORK
CHICAGO TAMPA NEW ORLEANS SAN FRANCISCO

Orders-Inquiries Can be Secured by MAIL
60 pages
Send for FREE Copy
POLK'S REFERENCE BOOK and Mailing List Catalog

Gives counts and prices on over 8,000 different lines of business. No matter what your business, in this book your prospective customers listed.
Valuable information is also given as to how you can use the mails to secure orders and inquiries for your products or services.
Write for Your FREE Copy
R. L. POLK & CO.,
Detroit, Mich.
Largest City Directory Publishers in the World—Mailing List Compilers—Business Statistics—Producers of Direct Mail Advertising

The Standards of America
Lorillard's Snuff, Est. 1770
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, Est. 1751
ALL OF THE OLD ORIGINAL
Maccoboys Rappees High Toasts
Strong, Salt, Sweet and Plain Scotchs
Manufactured by
GEORGE W. HELME CO.
111 Fifth Avenue, New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

"This advertisement appeared in a recent issue of the Saturday Evening Post"

Wasted

One Billion Dollars

AMERICANS, an observant economist asserts, spend a billion dollars every year on something they don't get, and have no chance of getting. They spend it paying more than they need because they are ashamed to pay less for fear of what others may think. A billion dollars wasted on False Pride.

Are you paying a part of the nation's heaviest luxury tax in the cigars you buy? Is false pride taxing you when you smoke?

Think this over: Tens of thousands of men are paying 5 cents for their cigars, and will pay no more. They are men of all incomes—from men to whom price means *saving*—to men to whom it means *value*.

So why pay more? Secure a few Wm. Penns at your dealer's—compare their flavor and aroma with any other cigar—and ask yourself what paying more than 5 cents nets you.

Wm. Penn

5 Cents

A Good Cigar

36,000,000 increase in 1927

"WM. PENN newspaper advertising is running in the leading cities of the United States"

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JUL 5 - 1928
U. S. Department of Agriculture.

JULY 1, 1928

VOLUME 48 No. 13

THE TOBACCO WORLD

IMPORTANT NOTICE

The 1928 Crop of PORTO RICAN TOBACCO

WILL BE DECIDEDLY SHORT

The QUALITY, however, is exceptionally fine. Therefore, in view of the greatly increased use of Porto Rican Tobacco by manufactures who are closely following the trend of public taste - a demand for a Good, Mild cigar at a moderate price - we urge that you arrange for your purchases as early as possible.

Come to the Island yourself and make your own selections. It will pay you. Only 4 days from New York. Steamers twice weekly.

There has been amazing improvement in Porto Rican Quality in the past few years. Close supervision on the part of the Agricultural Departments of both Porto Rican and U. S. Governments is largely responsible. Porto Rican is a smooth, free-burning and aromatic leaf with everything you could ask in texture and color. Admitted DUTY FREE it permits you to sell your trade a BETTER CIGAR VALUE at a LOWER PRICE.

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDANA, General Manager New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

DO YOUR CIGARS INVITE SMOKERS TO TRY THEM

To increase the sale of your cigars, you obviously must get new smokers to try them.

But the average smoker will seldom try a cigar he can't see. Some attractive feature - size, shape, color, wrapping - must catch his eye or he won't say "gim'me".

Pack your cigars in WOODEN BOXES. They invite smokers to try the brand because they reveal the whole cigar at a glance in a quality setting.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

Volume 48

THE TOBACCO WORLD

Established 1881

Number 13

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year | PHILADELPHIA, JULY 1, 1928 | Foreign $3.50

G. W. HILL TO ENTERTAIN OFFICIALS

GEORGE W. HILL is planning to again entertain the officials of the American Tobacco Company and the American Cigar Company, at his handsome country home at Glenalla, N. Y., on July 6th. The entertainment has become an annual affair where the co-officials of the two companies meet for a thoroughly enjoyable time.

The usual procedure has been to meet at Mr. Hill's home for luncheon, after which the party adjourns to the golf links and a tournament open to all the guests is staged.

Following the golf, dinner is served at the Club House, and splendid entertainment is provided for the balance of the evening.

The party will be conveyed to and from New York in special busses.

LUBETSKY BROTHERS SUCCEEDED BY ODIN COMPANY

Lubetsky Brothers, of Grand Rapids, Mich., manufacturers of the "Odin" five-cent cigar, will be succeeded by the Odin Cigar Company, which has been recently organized, with headquarters in Detroit.

The new company will issue 20,000 shares of preferred stock, $10 par value, and 40,000 shares of common stock of no par value.

R. O. Brandenburg, former secretary-treasurer of the Bernard Schwartz Cigar Corporation, has resigned from that firm and will become president and general manager of the newly-formed Odin Cigar Company.

The factory of the company is located in Lima, Ohio, and employs approximately 350 persons.

The "Odin" cigar is a big seller in the Middle West and an extensive campaign will soon be launched to increase the popularity of this cigar in other nearby territory as soon as production will permit.

NILES BUYS CONTROL OF NILES & MOSER

D. W. Moser, of Niles & Moser Cigar Company, Kansas City, Mo., has sold his one-fourth interest in the firm to F. C. Niles, of the same firm.

The firm was organized in 1899 by F. C. Niles and Ed. Moser. Mrs. Moser still retains her interest in the firm.

PRESIDENT WHELAN IN EUROPE

C. A. Whelan, president of the United Cigar Stores Company, sailed from New York on June 23d for an extended tour of Europe. Mr. Whelan expects to remain abroad about two months and to visit all the larger countries in Europe.

ANOTHER MANUFACTURER AGREES TO CEASE USING WORD "HAVANA"

THE Federal Trade Commission has announced that they have succeeded in persuading another cigar manufacturer to cease and desist from using the words "Havana," "Habana" and "Vuelta Abajo" in advertising cigars not made wholly from tobacco grown on the Island of Cuba.

The cigarmaker agreed to discontinue the use of these words to represent products not made entirely of Cuban tobacco and provision was made for proper qualification in the advertising description in instances where such cigars contained a substantial amount of tobacco grown on the Island of Cuba.

In accordance with a recently established policy of the Commission, the name of the offending manufacturer was not disclosed.

NEW JOBBING FIRM IN PORTLAND

The Paulsen-Hall Cigar Company has been organized recently in Portland, Ore., which will distribute many of the leading cigar brands in tha territory.

Members of this new firm are George F. Paulsen, formerly city credit man for Mason-Ehrman, and C. M. Hall, former manager of the cigar and tobacco department for Mason-Ehrman. Other well-known representatives connected with the firm who have been well liked in the trade in the Pacific Northwest for many years are Ben Mitchell, who will cover both the Grays Harbor and Williamette Valley Territory, and Pat Sullivan, who has chosen as his territory Eastern Oregon and the beach cities of Astoria and Seaside.

MARTIN CO. ISSUES MONTHLY BULLETIN

Under the title of "The Observer," the Martin Cigar Company, Davenport, Iowa, has begun the issuing of a monthly bulletin which is mailed to a selected list of their customers and prospects in the vicinity of their various cigar stores.

This bulletin was started in May and each month calls attention to the seasonal offerings of the Martin cigar stores and luncheonettes. The company recently took over the operation of the Palmer School Cafeteria.

The bulletin is exciting much interest and favorable comment.

CONGRATULATIONS FOR JULIUS BLUM

Julius Blum, son of Harry Blum, manufacturer of the "Natural Bloom" cigar, and office manager of the Blum concern, has been receiving the hearty congratulations of his many friends over the recent birth of a son.

CARRINGTON GIVES HIS IMPRESSIONS OF FOREIGN CONDITIONS AFTER TOUR

A. B. CARRINGTON, president of the Tobacco Association of the United States, just back from a three months' business trip in Europe, gives his impressions of the tobacco situation as it relates to America.

Visits to practically all of the European countries brings from him the statement that the demand for American bright tobaccos is increasing because of the continued upward curve of cigarette consumption.

Stocks of leaf held abroad are normal and business during the next marketing season with American dealers will be brisk because, he says, the post-war trend in cigarette taste is to those in which the Virginia and Carolina brights are chiefly used.

The situation, he says, is more serious for dark tobacco growers. Great Britain's preferential duty under which colony-grown leaf is entered at a lower tariff than American tobacco is having its effect and there will be a diminished demand in this country for it.

While there is increased use in some quarters of Oriental tobaccos, this is not, he says, interfering with the American brights.

Mr. Carrington said that D. B. Hill, of Washington, representing the Department of Commerce, is performing a valuable service to the American trade by spending part of his time abroad and co-operating with United States consuls in strengthening the American position.

American cigarettes are being heavily advertised throughout Europe, he stated.

N. C. B. M. A. HOLDS CONVENTION

The National Cigar Box Manufacturers Association held their ninth annual convention in Niagara Falls, New York, on June 26th, 27th and 28th, with headquarters in the new Hotel Niagara.

A splendid business and entertainment program was provided, which included a dinner at the Fonthills Golf Club, in Canada, on Tuesday night, a dinner at the Clifton House, Niagara Falls, Canada, on Wednesday night, and the annual banquet at the Hotel Niagara, Niagara Falls, New York, on Thursday night.

Harry W. Buckley, of the Globe Box Company, Lima, Ohio, was re-elected president of the organization for his tenth term, he having been president ever since the organization was formed.

A. & P. STORES FINED FOR WHOLESALING

The Great Atlantic & Pacific grocery stores in Sandusky, Ohio, have been assessed a license fee of $200 against each of five stores in that city on the charge of wholesaling cigarettes without a license, by County Auditor George A. Schwer, and also a fine of $600 in each case.

The Atlantic & Pacific Company immediately brought suit to enjoin the auditor from collecting the license fees and penalties.

WASSERMAN TO JOB "ROYMOUNT"

The B. Wasserman Company, of New York City, has obtained sales rights for the Metropolitan District for the "Roymount" cigar, made by Wertheimer Brothers, of Baltimore. The brand was formerly distributed through the chain stores.

NATIONAL COMMITTEE TO CARRY ON WORK

WITH the further support of the retail and jobbing interests of the country, the work of the Joint National Committee of Tobacco Retailers and Jobbers for a Living Margin of Profit to secure benefits for the tobacco jobber and retailer will carry on. Last week Mr. Wemyss sent the following letter to the members of the Committee and a list of other tobacco jobbers and retailers and already contributions are coming from various parts of the country.

"I am very gratified indeed to be able to inform you that through the co-operation of leading jobbers and retailers in the Joint National Committee of Tobacco Retailers and Jobbers for a Living Margin of Profit, the Union Tobacco Company has taken helpful, generous action, about which you know already.

"I am enclosing clipping illustrative of the unanimous comment of approval this has evoked from the tobacco press, as well as from leading newspapers throughout the country. Such a significant move, of such far-reaching effect, cannot but be of definite benefit to you, and is an index of the effectiveness of the National Committee in fighting the battle of the jobber and retailer.

"We desire naturally to continue this work, which up to the present time has been supported by a few good friends of the movement, and are writing you to ask whether you will not send a contribution, however small or large, so that we may carry on.

"We are proposing to hold mass meetings in leading cities, at which time we shall endeavor still further to secure the support of the trade for co-operation to further effective organization, through which work we expect to secure additional benefits from other companies."

VALUE OF WINDOW DISPLAY IS SHOWN

According to Dorrance, Sullivan & Company, Incorporated, advertising agents, New York, some recent figures issued by the International Advertising Association give some interesting facts on window displays.

They are the result of a three weeks' test made by a large drug store with all of its windows. During this test period all display material and merchandise was removed from windows and simple drapes were substituted. The traceable loss in sales as a result in various departments were as follows:

Specialty sales	41 per cent.
Candy sales	32 per cent.
Rubber goods sales	22 per cent.
Toilet goods	18 per cent.
Soda	14 per cent.
Stationery	10 per cent.
Prescriptions	2 per cent.

The total loss in sales amounted to nearly $3000.

THIRTY TOBACCO STRIKERS KILLED

According to reports from Greece, last week, more than thirty tobacco strikers had been killed in rioting in Drama, Greece, and the strike was being spread throughout the entire country.

The Communists were said to be using their efforts to have the strike become general, and it was feared that a general revolution would take place, which would be followed by a proletarian dictator being appointed.

WHAT HAPPENED TO FATHER'S DAY

WHAT happened to the Father's Day movement to increase the sale of cigars for gifts to father on June 17th?

If ever a movement which had for its ultimate aim the helping of the manufacturer and retailer of cigars deserved the unstinted support of the cigar industry, the Father's Day movement sponsored by the Tobacco Salesmen's Association was it, but very few of the splendid posters created by the Father's Day Committee, with Mannie Freeman, chairman, were in sight in this neck of the woods. The United Cigar Stores Company used their own design for a poster which was placed on the windows of their stores just a few days prior to June 17th, and no doubt they benefited by it.

But why the retailer can be content to sit idly by and watch his cigar sales steadily decreasing, and not use any effort to turn these special days to his advantage, is beyond our comprehension.

As far as the increase in cigar sales is concerned in this territory, as nearly as we can find out, the increase was negligible.

Mannie Freeman voices his sentiments in the following manner:

"Co-operation where is thy sting? might be adopted as the battle-cry of the Father's Day Committee, for, after laboring six months trying to create a Father's Day, they have not felt the sting of co-operation, financially.

"It was hoped that the campaign of 1928 would be a success, and the committee would be relieved from further burdens, but instead they face a deficit of practically $1500 for material purchased and must look to the industry to meet that obligation, for the industry should be the interested party.

"The Committee, through its director, worked without thought of profit. The idea was merely to stimulate trade conditions through the promotion of Father's Day, and the posters, inserts and stickers were to be the medium through which the end was to be accomplished.

"The committee has on hand about 70,000 inserts, 70,000 stickers and 35,000 posters, which material practically represents the deficit.

"Naturally, the embarrassment of the committee is great. Where is the money coming from? It is suggested that every manufacturer and jobber, regardless of whether they purchased material or not, pay their share by contributing what they can towards making up this deficit.

"The books of the director are at the disposal of anyone wishing to examine them, providing said party represents any legitimate manufacturer or jobber."

E. M. ("Mannie") Freeman is director of the Father's Day Committee, with offices at 73 Warren Street, New York City.

JULIUS LICHTENSTEIN WEDS MISS TOROK

Julius Lichtenstein, president of the Consolidated Cigar Corporation, is receiving the congratulations and best wishes of his many friends following his marriage, on Tuesday, May 29th, to Miss Irene Torok, of Budapest.

The wedding ceremony took place at the Hotel Elysee, in New York City, with only a few intimate friends of the happy couple present.

CIGARETTES CONTINUE TO SHOW GAIN

CONSUMPTION of cigarettes in the United States continues to increase, despite apparent indication to the contrary afforded by Bureau of Internal Revenue figures covering tax paid withdrawals for April. These figures indicate a domestic production of 7,511,407,590 cigarettes, a decrease of approximately 4.7 per cent. from April, 1927, production of 7,880,403,407.

This was the first time since November, 1924, that these figures failed to register an increase over the corresponding month of the preceding year. After forty consecutive months of increase in cigarette output, as indicated by these statistics, the apparent decline in production in April has caused alarm in some quarters as to continued growth in cigarette consumption. This radical change in the statistics, however, was accounted for by purely technical reasons, and authorities in the cigarettes business say they can see no let-up in demand for cigarettes.

Inventory Taking for Local Taxes

North Carolina has come to be one of the biggest cigarette producing states, and for the purpose of state and local taxes it is customary to make valuations of the big cigarette plants as of April 30th. The case of one of the important companies may be cited as an example of what occurred. This company during the last year shifted a large proportion of its cigarette manufacturing business to North Carolina, through plant additions at Reidsville and elsewhere. At the end of April, it had on its floors only about 50,000,000 tax-paid cigarettes, whereas, under normal conditions, it would have had 350,000,000 to 400,000,000 such cigarettes.

Undoubtedly, inventory-taking at the North Carolina factories of the other largest two cigarette companies with consequent reduction in number of tax-paid cigarettes on their floors, combined to account for the apparent decline in production. The decline indicated by Bureau of Internal Revenue statistics of 368,995,817 from April, 1927, incidentally, was almost made up for by the difference between the number of tax-paid cigarettes actually on the floors of the company cited before on April 30th, and the number it would normally have.

Up to the end of March, domestic production of cigarettes, as indicated by Internal Revenue figures, was running approximately 11.3 per cent. ahead of the first three months of 1927. For the first four months of this year, domestic production on the same basis totaled 31,882,874,990 cigarettes, compared with 29,785,021,510 in first four months of 1927. Rate of increase was approximately the same as last year, current production showing a gain of about 7 per cent., compared with 7.2 per cent. last year.

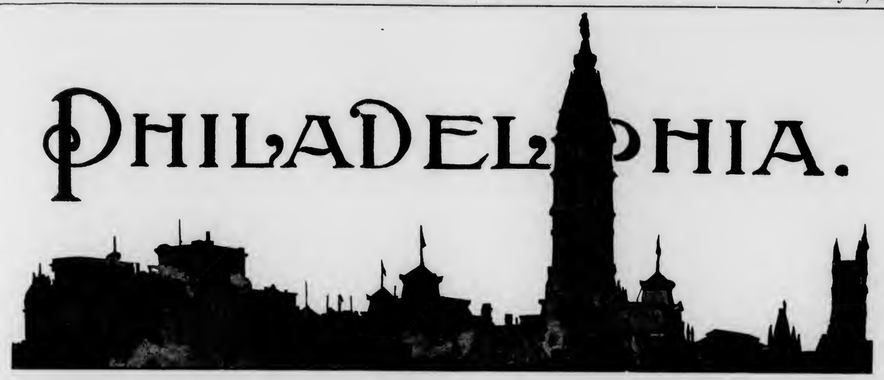
Price Cut Not Yet a Factor

Recent reduction in the wholesale price of blended cigarettes, amounting to approximately 40 cents a 1000, before trade discounts, and amounting to an 11.7 per cent. net reduction in prices paid to the manufacturers, had little to do with the April figures. The cut was not effective until April 23d, and took the industry by surprise. R. J. Reynolds Tobacco Company which initiated the cut in prices, conceivably may have withheld production somewhat in anticipation of their step.

Authorities in the industry have predicted increased demand for the product following wholesale

(Continued on Page 18)

PHILADELPHIA.



BAYUK TOBACCO PRODUCTS COMPANY NOT CONNECTED WITH BAYUK CIGARS, INC.

BAYUK CIGARS, INCORPORATED, through its vice-president, Harvey L. Hirst, have made the following announcement in reference to Bayuk Tobaco Products, Incorporated:

"It recently came to our attention that Bayuk Tobaco Products, Incorporated, a Delaware corporation, is offering stock to the public through Charles J. Swan & Company, 25 Broad Street, New York City.

"Bayuk Tobacco Products, Incorporated, is in no way connected with this company, neither are any of the officers or employees of this company associated or connected with such concern."

TESTIMONIAL DINNER TO NARRIGAN

On Thursday evening, June 7th, members of the jobbing fraternity tendered a surprise testimonial dinner to Harvey Narrigan, at the Elks Home on North Broad Street.

Mr. Narrigan has been in the tobacco jobbing business here for more than fifty years and his many friends in the jobbing trade felt that a testimonial dinner to him would not be amiss.

During the course of the evening a handsome gold watch was presented to Mr. Narrigan as a token of the esteem in which his fellow-jobbers hold him. The presentation was made by N. A. Eberbach, of the A. B. Cunningham Company, jobbers of North Second Street.

"OPTIMO" GOING OVER BIG

Yahn & McDonnell Cigars, distributors of North Seventh Street, are selling the popular "Optimo" cigar, made by A. Santaella & Company, of Tampa, faster than they can be rushed here from the factory. One size in particular is being rushed here by express just as fast as they are released from the factory and they do not remain in the storeroom on North Seventh Street more than a day or two before a telegram is dispatched asking for another shipment.

HENRY VOICE A VISITOR

Henry A. Voice, of the Consolidated Lithographing Company, New York City, was in town last week visiting the trade and gathering up the orders for his house. Henry states that business is good.

BROGAN ATTENDS GOLF TOURNEY

PAUL BROGAN, of Yahn & McDonnell Cigars, distributors of Waitt & Bond's "Blackstone" cigar for this territory, journeyed to Newark, recently to participate in the annual golf tournament which is an annual event with that company.

The tournament was played at the Baltusrol Golf Club, and Paul came home with the third prize and with a net score of 82. The prize was a handsome set of field glasses.

Following the golf game, dinner and entertainment were provided by the Waitt & Bond Company at the clubhouse, and a very enjoyable evening was spent by the guests.

BAYUK DECLARES DIVIDEND

The Board of Directors of Bayuk Cigars, Incorporated, manufacturerers of "Philadelphia Hand Made," "Havana Ribbon," etc., have declared the regular quarterly dividend of 1¾ per cent. on the first preferred, 1¾ per cent. on convertible second preferred, and 2 per cent. on the 8 per cent. preferred stocks of the company.

BATEZELL JOINS ZIFFERBLATT COMPANY

Horatio Batzell, former head of the pipe department of Yahn & McDonnell Cigars, has severed his connection with that firm and joined the forces of G. Zifferblatt and Company, manufacturers of the "Habanello" cigar, and will devote his time in the future to the distribution of that brand.

TAMPA BARGAIN STORE HAS ANNIVERSARY

The Tampa Bargain Cigar Store, on South Fifteenth Street, observed its first anniversary during the week of May 15th, by offering cigars at very special prices to its friends and customers. Ten-cent cigars were sold at three-for-a-quarter and one cigar free, two-for-a-quarter cigars were sold at five-for-fifty cents and one cigar free, and so on.

CHARLIE BOBROW IN MIDDLE WEST

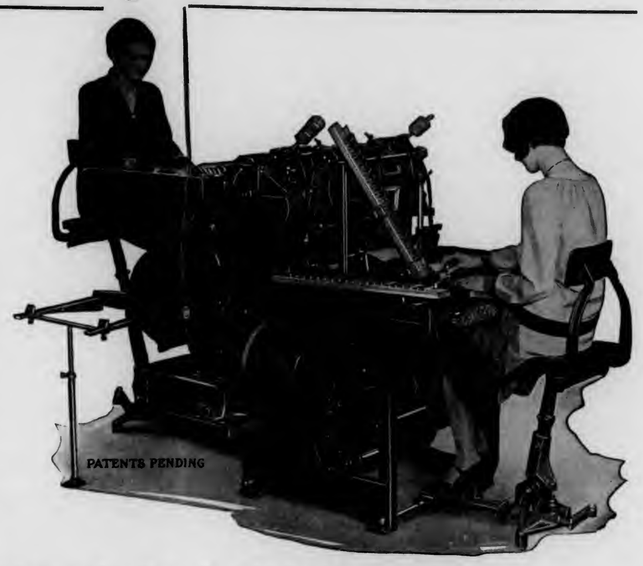
Charlie Bobrow, of Bobrow Brothers, is on a trip through the Middle Western territory where he is visiting with the distributors of "Bold," "La Tosella" and other brands of his company.

A Remarkable Long Filler Bunch Machine

Improved!

With Three Important Stock and Cost Saving Features—

1. Binder Suction Table with Individual, Direct-Connected, Motor-Driven Suction Fan;
2. Latest Type of Friction Clutch and Emergency Stop;
3. The Famous Alemite-Zerk System of Lubrication.



The MODEL T UNIVERSAL
Long Filler Bunch Machine
(Non-Blending Type)
For High Grade Work

A REMARKABLY advantageous, new feature of the Model T Universal is that it is now being made with (or without) a Binder Suction Table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder tightly against the rolling apron by suction, thereby assuring smoother and more-perfectly rolled bunches. It also *effects a saving of binders* because smaller binders can be used.

The Model T (Blending) Long Filler Bunch Machine is built with the latest type of friction clutch and emergency stop. This causes the machine to run more smoothly, and permits the stopping of the machine at any point in its operation. It also reduces the upkeep cost of the machine.

The Model T is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

Labor, Stock and Money-Saving Features

A—The Binder Suction Table assures smoother and more perfectly-rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of friction clutch and emergency stop makes the machine run more smoothly and permits the instantaneous stopping of the machine at any point. It also reduces the upkeep cost.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the fillers mechanically in exactly the same way as is done by hand; a few sprigs of fillers being intermittently added until the bunch is built up to the proper size and condition.

F—Two or more kinds of filler can be blended on this machine in any proportions desired.

G—Any size or shape of bunch, and both right and left-hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators, it produces 450 to 500 uniform, spongy, free-smoking, blended bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of fillers.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction; easy to operate and handle; requires no expert mechanical attention.

Write for Illustrated Price Folder and complete Model T information

The price of the Model T Universal equipped with Two Folding Chairs, Individual Drive Equipment and ¼ H. P. Motor is

$1750

Convenient Time Payment Terms

With Binder Suction Table $50 extra. With Individual, direct-connected motor-driven Suction Fan $75 extra. Prices F. O. B. Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

M. A. GUNST DIES IN SAN FRANCISCO

MOSES A. GUNST, one of the most widely known cigar men on the Pacific Coast, and founder of M. A. Gunst & Company, of San Francisco, died at his home in a suburb of San Francisco on June 23d, following a heart attack.

Mr. Gunst was born in New York City in 1853 and moved to San Francisco in 1868, where he soon entered on his business career as a clerk in a cigar store. A few years later he opened a cigar store of his own, and from then on his rise in the business world, as well as in the civic and political world, was rapid, and he had amassed his first million dollars before he was forty-five years of age.

Several years ago the firm of M. A. Gunst & Company was merged with the General Cigar Company and they became Pacific Coast distributors of the General Cigar Company brands.

Mr. Gunst was seventy-five years of age at the time of his death, and a member of the Union League, Argonaut, San Francisco Concordia, San Francisco Commercial and Beresford Country Clubs, and of the Criterion Club of New York City. He was also president of the Jewish National Welfare Fund.

He is survived by his widow and one son, Morgan A., who recently resigned from M. A. Gunst & Company, to become vice-president of the Bank of Italy.

ONLY ONE SMOKER LEFT IN TURKISH TOWN

Due to the propaganda of the Yellow Crescent Anti-Tobacco Society, all of the inhabitants of the town of Tazlar, in Turkey, have signed the anti-tobacco pledge except one, and all the forces of the organization are being used to persuade him to forsake the weed.

However, the one smoker calmly sucks his narghile, and replies to all arguments that he will continue to smoke until his death, not only for the solace of his soul, but also as a patriotic duty, as tobacco is a state monopoly and an important source of revenue of the young republic.

CORAZA TO RETURN TO OLD FACTORY

The Coraza Cigar Company, of which Howard F. Pent, is president, and which some time ago moved from its factory at Seventh and Cherry Streets, to Perkasie, is planning to return to this city and resume operations at the old stand. Mr. Pent is also contemplating reviving the well-known brand "Penlo," which was so popular a few years ago.

A separate distributing corporation will probably be organized for the "Penlo" brand while the "Marshall Field" will continue to be sold under the name of the Coraza Cigar Company.

NEW DISTRIBUTOR FOR "LA VENGA"

The Gibson Company, cigar distributors of Providence, R. I., have completed arrangements for the distribution of the "La Venga" cigar in their territory.

The "La Venga" is a clear Havana cigar manufactured by Celestino Vega & Company, of Chicago.

ADOLPH LOEB SAILS FOR EUROPE

Adolph Loeb, of K. Straus & Company, leaf tobacco dealers of North Third Street, sailed for Europe on last Friday, where he expects to remain during the summer months.

SALDANA REPORTS NEW ESTIMATES FOR THE PORTO RICAN CROP

IN ORDER to obtain accurate information concerning the production of tobacco in Porto Rico for the year 1927-28, the chief of the Porto Rican Tobacco Agency in New York, Mr. Saldana, and the executive secretary of the Agritural Association of Porto Rico have recently visited the various producing districts and interviewed the most important planters and warehousemen. The result of their findings was embodied in a report to the Governor of the Island and pertinent excerpts have been forwarded to the Tobacco Section of the Department of Commerce by Assistant Trade Commissioner J. T. McKey. According to the report to the Governor, the Porto Rican crop for 1927-28 will amount to 19,750,000 pounds, which is a considerable reduction from other estimates which have been received.

The following statements were included in the report:

"Approximately 25 per cent. of this (the 1927-28 crop) is tobacco of an inferior quality, leaving about 15,000,000 pounds of tobacco suitable for making cigars.

"The cooperatives control about 4,950,000 pounds or 25 per cent. of the total crop. The crop of this year is one of the smallest in the history of our production. This is due in part to the decision of planters to reduce acreage because of over-production last year, and in part to unfavorable weather during the growing season, reducing production to below 400 pounds per acre.

"The crop of last year was around 50,000,000 pounds. As this far exceeded the demand, prices were low and large quantities remained unsold. However, because of the short crop this year, these stocks have been moving rapidly into the hands of purchasers.

"Sales of the new crop have started actively. The most important transaction yet effected was the sale of 1,600,000 pounds by the Cooperative of the Cayey District, at a price of 35 cents, inferior leaf being excluded. In a season of normal production this would be a good price. This year, however, it does not leave a reasonable profit, production costs having been high on account of abnormal weather.

"The small crop has had the result of normalizing the tobacco situation and placing the growers in a position to raise next year a normal crop, which should not be over 30,000,000 pounds, a sufficient amount to meet the demands for our leaf."

HARVEY HIRST WINS GOLF TOURNAMENT

Harvey Hirst, vice-president of Bayuk Cigars, Incorporated, came out with first honors in the golf tournament held under the auspices of the *United States Tobaco Journal*, last Tuesday, on the golf course of the Metropolis Country Club, at White Plains, N. Y., with a gross score of 77, and a net score of 71.

The first prize which was given Mr. Hirst was a set of Kro-flite Irons and Woods, donated by the *United States Tobacco Journal*.

NEW SIZE FOR "OPTIMO"

A. Santaella & Company, manufacturers of the popular "Optimo" shade-wrapped cigar, have just placed on the market their new Emperor size, which retails at thirty-five cents each, or three for one dollar.

The cigar is a straight shaped blunt size and is packed in fortieths.

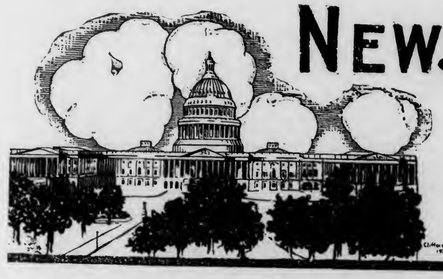
HAVE A CAMEL

"Personally, I smoke for pleasure"

When enjoyment is the first consideration, the overwhelming choice is

CAMEL

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

New Secretary for Department of Commerce

The nomination of Secretary of Commerce Herbert Hoover as the Republican candidate for the Presidency may result in the selection of a new head for the Department of Commerce by President Coolidge, as it is possible that within the next few weeks Mr. Hoover will resign his portfolio. When Secretary Hoover resigns he will have served a little more than seven years, he having taken the oath of office March 5, 1921.

The nomination of Secretary Hoover came as no surprise to Washington, where his success in the convention had been conceded almost from the start. That his selection met with the approval of the business men of the country was indicated by the flood of congratulatory telegrams and letters which began to pour in upon him almost as soon as the results of the ballot at Kansas City were announced by radio.

Secretary Hoover will divorce himself not only from the Department of Commerce but from a number of other Federal activities as well. He is a member of the Central Committee of the American National Red Cross, a member of the United States Council of National Defense, a member of the Federal Board for Vocational Education, a member of the Federal Narcotic Control Board, a member of the Federal Oil Conservation Board, chairman of the United States section of the Inter-American High Commission and a member of the Smithsonian Institution. He is also a member of the American Child Health Association, chairman of the American Relief Administration, and a member of the Colorado River Commission and the St. Lawrence Commission.

Room for American Cigarettes in Egypt

Egypt offers a promising field for the American cigarette manufacturer, despite the fact that the production of Egyptian cigarettes amounts to nearly 6,000,000,000 a year, according to a report to the Department of Commerce from the American Vice Consul at Cairo.

The cigarette production of Egypt amounts to nearly 6,000,000,000 per year, 90 per cent. of which are consumed locally. Imports of cigarettes in 1927 were 443,224 pounds, with the United Kingdom and the Near East the principal sources of supply, but imports from the United States have quadrupled since 1923. The Egyptian market offers promise to American manufacturers who will study conditions and push sales. Lack of advertising seems to be the main handicap.

Postal Rate Changes

Changes in postal services and rates provided for in the legislation enacted at the last session of Congress will go into effect July 1, it has been announced by the Postmaster General in making public new regulations required by the measure.

On that date the postage on private mailing cards will be reduced to one cent, and first class matter on which the postage is short-paid more than two cents will be charged with a penalty of one cent for each additional ounce or fraction thereof short-paid. Business reply cards and envelopes, properly marked to indicate their nature, will be accepted for return to the original senders without prepayment of postage, the charges being collected upon delivery, plus a fee of one cent for each card and two cents for each envelope so handled. Business houses using reply cards or envelopes will be required to make a cash deposit of not less than 10 per cent. of the amount of postage chargeable at the rate of three cents each on all cards and four cents each on all envelopes comprising each lot distributed. Persons and firms desiring the privilege of sending out reply cards and envelopes for return without prepayment of postage must secure a permit from the Third Assistant Postmaster General.

Third class matter mailed in bulk, deposited in quantities of not less than 20 pounds or not less than 200 pieces of separately addressed but identical matter, is to be accepted at a rate of 12 cents per pound or fraction thereof, but not less than one cent per piece. A permit will be required from the Third Assistant Postmaster General before the advantages of this provision can be secured.

The new rates on the advertising portion of publications will be 1½ cents per pound for the first and second zones, two cents for the third zone, three cents for the fourth zone, four cents for the fifth zone, five cents for the sixth zone, six cents for the seventh zone and seven cents for the eight zone. The rates of postage on fourth class matter will be seven cents for the first pound for distances of 300 miles from the point of mailing, which takes in the local, first and most of the second zone, and one cent for each additional pound; eight cents for the first pound and two cents thereafter for the third zone; eight cents for the first pound and four cents thereafter for the fourth zone; nine cents for the first pound and six cents thereafter for the fifth zone; ten cents for the first pound and eight cents thereafter for the sixth zone; twelve cents for the first pound and ten cents thereafter for the seventh zone; and thirteen cents for the first pound and twelve cents thereafter for the eighth zone. The fee for special handling of mail matter not in excess of two pounds will be ten cents additional, with a fifteen-cent rate for parcels between two and ten pounds and twenty cents for parcels weighing more than ten pounds.

(*Continued on Page 12*)

John Golden

Famous Producer

writes:

'When concentrating on the intricate work of a new production, a good smoke is both relaxation and a pleasure. I enjoy Lucky Strikes. They do not irritate the throat and their flavor is unsurpassed."

John Golden

The Cream of the Tobacco Crop

"Yes Sir—I know LUCKY STRIKES are made from 'The Cream of the Tobacco Crop.' I know this for a fact because I have watched their buyers at the different sales and they always insist upon having 'The Cream of the Crop.'"

L. J. Margman

Tobacco Grower

"It's toasted"

No Throat Irritation—No Cough.

© 1928, The American Tobacco Co., Inc.

News from Congress

(*Continued from Page 10*)

Mail matter may now be registered up to a value of $1000, the fee being 15 cents for indemnity not exceeding $50, and 20 cents for indemnity between $50 and $100, the charge being increased 10 cents for each additional $100 of indemnity up to $800, the fee for which will be 90 cents, and indemnity between $800 and $1000 would cost $1. Matter of any class may be registered, but must be sealed and postage paid at the first class rate.

Company Agrees to Stop Use of Word "Havana"

Use of the names "Havana," "Habana" and "Vuelta Abajo" in advertising cigars not made wholly from tobacco grown on the island of Cuba is prohibited under the terms of a stipulation agreement recently signed by a cigar manufacturer whose name is withheld, according to an announcement by the Federal Trade Commission.

The cigarmaker agreed to discontinue the use of these words to represent products not made entirely of Cuban tobacco, and provision was made for proper qualification in the advertising description in instances where such cigars contained a substantial amount of tobacco grown on the island of Cuba.

The Commission held that the terms "Havana," "Habana" and "Vuelta Abajo" were well known and had a definite meaning in the tobacco trade.

CAUSES OF BUSINESS FAILURES IN 1927

According to Dorrance, Sullivan & Company, Incorporated, advertising agents, New York, of the 20,267 failures among business concerns in 1927, Bradstreet's reports that lack of capital and incompetence alone were responsible for more than two-thirds of the failures, the figures being 7071 and 6990 respectively.

Nearly 82 per cent. of all failures were chargeable to individuals operating business enterprises, while only 18.1 per cent. were due to causes not within control of the individual.

Competition, which was supposed to be extremely severe last year, accounted for only 2.4 per cent. of all commercial insolvencies. Inexperience, unwise credit, failures of others, fraud, neglect and extravagance were some of the other factors making up the 18.1 per cent.

ENGLISMAN FINED FOR ADULTERATING CIGARETTES

An unusual case came before the Nottingham Police Court, in England, a short time ago when a manufacturer was fined two guineas for adulerating tobacco with herbs. The defendant had been manufacturing a cigarette composed entirely of herbs for the relief of catarrh, bronchitis and other ailments and decided that if he were to mix a little tobacco with his herbs he could get tobacconists to stock them.

The English Tobacco Act of 1842 forbids the mixing of herbs with tobacco and the penalty is fixed at a fine of £200.

Due to the nature of the offense the defendant was let off with a fine of two guineas and two guineas costs.

A. M. ROSENTHAL NOW UNITED V-P

A. M. Rosenthal, former assistant vice-president and in charge of the United Cigar Stores Company's Zone 5, has just been appointed a vice-president of the company after twenty-five years of loyal and faithful service.

Mr. Rosenthal is a Canadian by birth and joined the United Cigar Stores forces in New York City in 1903, and his gained promotions steadily since that time by hard and persistent work.

The "United Shield," the official organ of the United Cigar Stores Company, says of him: "Part of Mr. Rosenthal's success is because he knows how to get along with men. He's square," is what they all say about him. He has been "through the ropes" himself and because he has he knows the better how to run his big job and to deal with those under him.

"No man in the United was ever more capable nor better deserved the high position which he has now been called than Vice-President Rosenthal."

AMERICAN TOURISTS WANT AMERICAN CIGARETTES

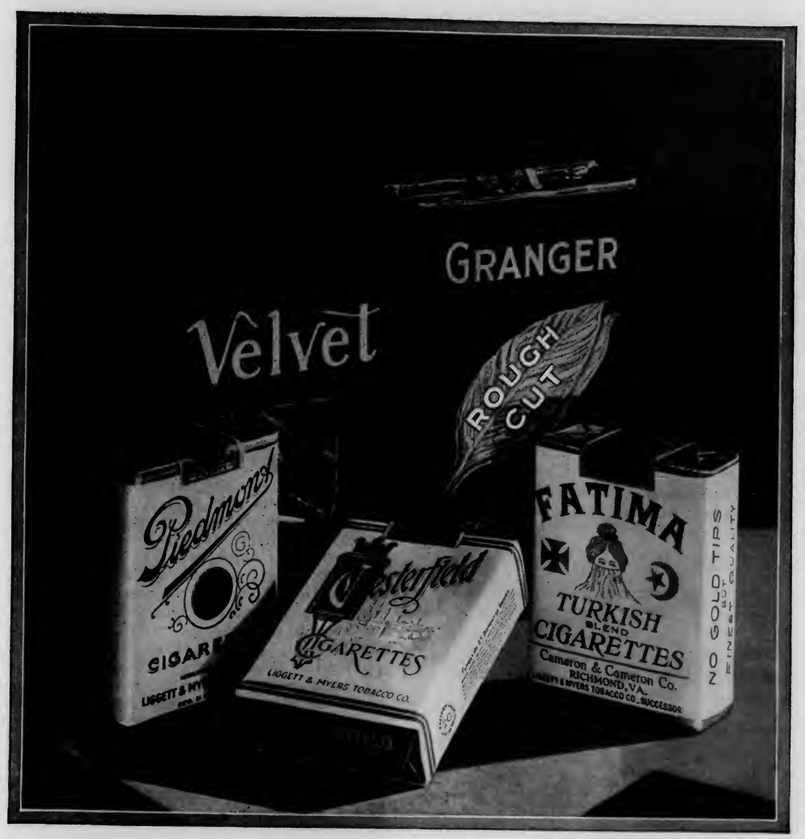
Considerable quantities of foreign merchandise are imported into the Basel consular district and other parts of Switzerland for sale to the large number of tourists who visit Switzerland, often for prolonged periods of time, states American Consul Calvin M. Hitch in a report released by the Tobacco Section of the Department of Commerce. Efforts of hotel proprietors and retail dealers to cater to the demands of tourists introduce foreign articles and bring them to the attention of the Swiss people, thus developing a market among the natives as well as the tourists. As an illustration, a Basel tobacco importing firm stated some time ago that its customers were receiving numerous requests for a certain brand of American cigarettes, and asked to be furnished the name and address of the manufacturer of the brand in question. The desired information was furnished and soon after the Basel firm placed a trial order for 50,000 cigarettes. Since that time the firm has continued doing a large business in this brand and has also added to its line several other well-known brands of American cigarettes as well as American smoking tobacco and pipes, which the firm states are now being sold not only to tourists, but also to Swiss users throughout the country.

PRICE CUTTERS IN ENGLAND

In commenting on the price cutting situation in England, "Tobacco," London, very frankly states their views in the following manner:

"Stolen cigarettes; surplus stocks sold under cost to pay the manufacturers' accounts and resold to the public by price-cutters are matters which the police and the official receivers in bankruptcy are interested in. If a receiving avenue for stolen goods or for cigarettes which have to be sold cheap to avoid bankruptcy (and may lead to it) is to remain open, supplies will continue to be obtained."

The article goes on to say that while the price-cutters are up to all sorts of dodges to remain in business, some progress is being made in fighting them. Since the early part of the year seven price-cutters have been put out of business in the Birmingham area alone, and twenty-six sources of supply stopped.



Five products of outstanding merit—
Five products sold in every nook and corner of this country—
Five leading brands manufactured by *Liggett & Myers Tobacco Co.*

CHESTERFIELD · FATIMA · GRANGER · PIEDMONT · VELVET

POSTMASTER
CIGAR

For a rapid fire sale and big turnover it pays to keep this popular 2 for 5¢ cigar on the counter. P. Lorillard Co., Inc., 119 West 40th St., New York

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York City ..... Secretary and Treasurer

BUSINESS TO REMAIN AT PRESENT LEVEL FOR BALANCE OF YEAR

THE NATIONAL BANK OF COMMERCE in its monthly discussion of business conditions states: "The first half of 1928 is closing with business activity maintained on a singularly even level. Insofar as the prospects of the second half-year can now be judged, a continuation of this middle-ground sort of prosperity seems probable. The period should be better than the latter half of 1927, which was a period of declining volume, though it is not likely to equal the records established in some more active years.

"A large and well-diversified list of industries has enjoyed very good business in this last six months, while the number of lines in which demand has been really poor is small. In nearly all industries, operations have been soundly based; they have reflected an actually existing volume of requirements rather than the accumulation of stocks in anticipation of hoped-for gains. In fact the tendency both in producing and distributive enterprises has been very markedly that of keeping operations in the closest possible harmony with consuming needs.

"This attitude of caution, apparent throughout the business world, is one of the most significant features of the current position. A record volume of construction work and of steel output, the strength of the copper market, the high level of activity in the automotive, agricultural implement, machine tool, chemical, electrical and many other branches of industry have not served to give a buoyantly optimistic tone to business.

"Various factors are responsible for this caution. Some of them are temporary and more or less extraneous to actual business—the political uncertainties of an election year, for example, or the unknown hazard engendered by popular involvement in stock speculation. More fundamental is the increasingly thoughtful consideration business interests are giving to the major problems of our economic organization. American industry has always been in flux, but it is more so now, perhaps, than at any time in past history. A steady pressure on prices, the extreme severity of competition, difficulty in maintaining a reasonably full employment of plant capacity, losses seemingly inherent in the distributive system, the narrow profit margin in some of our most fundamental industries—such matters are compelling a deeper consideration of many accepted business tenets and practices. Even broader questions are being gradually envisaged—for example, those involved in the relationships of agricultural production, industrial labor and domestic and foreign markets for the expanding output of manufacture. While these matters will be in process of consideration and adjustment for years to come, they are none the less influencing the current trend. The serious consideration they are receiving, based as it is on a steadily broadening body of knowledge of the actual conditions, in itself has tended to limit the wider swings of business activity and seems to be developing a more stable, if at times less exuberant, type of prosperity."

CONNECTICUT VALLEY HAIL INSURANCE RATE SET AT $30

According to the annual statement to policyholders of the Connecticut Valley Mutual Hail Insurance Company, at Hartford, Conn., the company has a surplus of $113,147, and assets of $159,765, against which there is a reserve for dividends payable on 1928 crop season of $46,618.

CIGAR PRODUCTION HOLDS ITS OWN FOR MAY

Washington, June 26, 1928.

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of May, 1928 and are issued by the Bureau. (Figures for May, 1928, are subject to revision until published in the annual report):

Products	—*May*—	
Cigars (large)	*1927*	*1928*
Class A .....No.	262,201,190	267,685,905
Class B .....No.	63,823,277	53,402,653
Class C .....No.	200,397,282	207,159,008
Class D .....No.	12,183,928	11,292,770
Class E .....No.	2,267,831	1,960,346
Total	540,873,508	541,500,682
Cigars (small) .....No.	40,330,933	39,672,893
Cigarettes (large) ....No.	1,297,321	696,115
Cigarettes (small) ....No.	8,538,987,680	8,891,803,107
Snuff, manuf'd. .....Lbs.	3,281,270	3,282,629
Tobacco, manuf'd. ...Lbs.	30,138,575	29,758,962

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of May:

Products	—*May*—	
Cigars (large):	*1927*	*1928*
Class A .....No.	7,078,125	10,180,445
Class B .....No.	480,050	542,100
Class C .....No.	1,433,850	1,012,228
Class D .....No.	14,500	7,500
Total	9,006,525	11,742,273
Cigars (small) .....No.	500,000	500,000
Cigarettes (large) ....No.	350,100	403,000
Cigarettes (small) ...No.	21,100	57,500

Tax-paid products from the Philippine Islands for the month of May:

Cigars (large):	*1927*	*1928*
Products	—*May*—	
Class A .....No.	10,336,325	13,591,435
Class B .....No.	268,110	520,043
Class C .....No.	71,082	83,552
Class D .....No.	246	700
Class E .....No.	600	5
Total	10,676,363	14,195,735
Cigarettes (large) ....No.	.....	200
Cigarettes (small) ...No.	69,600	240,240
Tobacco, man'f'd. ...Lbs.	33	59

Note: Quantities of tax-paid products shown in above statement are indicated by stamp sales for the month.

Supplement to the May Statement of Internal Revenue Collections

Tobacco manufactures:

	——*May*——	
Objects of Taxation	*1927*	*1928*
Cigars .....$	1,930,971.28	$ 1,935,907.87
Cigarettes	25,626,539.55	26,681,143.51
Snuff	590,628.63	590,873.21
Tobacco, chewing and smoking	5,425,680.71	5,357,033.96

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OP'TIMO CIGARS (VERY MILD)

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA
CIGAR

SLIGHT INCREASE IN 1928 SUMATRA CROP

WHILE it is still too early to estimate the output of the 1928 Sumatra wrapper crop, it is estimated that the total will be above that of 1927 and that the percentage of the grades desired by American cigar manufacturers will be unusually high, according to a report issued by the Department of Agriculture. The 1927 crop amounted to slightly more than 41,000,000 pounds and the 1926 crop to approximately 42,300,000 pounds.

These figures do not include the production of a few smaller planters who do not belong to the planters' association and whose tobacco is not sold in the Dutch tobacco auctions. Growing conditions during this season were favorable to the crop. The campaign against insect ravages is characterized as very successful, according to reliable information.

Harvesting has been already completed in the highland plantations and the tobacco is safely stored in the drying and curing houses. In the lowland districts, the harvesting has started, and if the weather conditions continue favorable for a few more days, the entire crop of northern Sumatra may be termed one of the most successful in the history of the industry.

Tobacco production of all types by Europeans in the Union of South Africa increased from 20,000,000 pounds in 1926-1927 to 24,000,000 pounds in 1927-1928. The industry has shown a steady growth, the European production in 1923-1924 being estimated at 10,677,000. The greatest increase has been in the Transvaal, where production increased from 13,500,000 pounds in 1926-1927 to 18,000,000 pounds in 1927-1928.

The tobacco situation in Transvaal reflects the tobacco boom of Southern Rhodesia, and special attention is being devoted to the cultivation of the bright flue-cured, so-called "Virginia" types. In Cape Provinces the other important producing region, production decreased from 5,000,000 pounds last season to 4,500,000 during the current year, due to unfavorable weather conditions.

One bright feature in the Cape situation is the increased production of the Turkish variety of tobacco from 800,000 pounds in 1926-1927 to 1,000,000 pounds in 1927-1928. This type, however, also suffered from the drought. It is grown principally in the vicinity of Cape Town and is used almost entirely in the local cigarette manufacturing industry.

The growers in the Union of South Africa are being urged to limit acreage until the present heavy accumulated stocks are absorbed.

Tobacco exports from the Union of South Africa during the calendar year 1927 amounted to 1,078,000 pounds, as against 868,000 pounds in 1926. Although figures showing the character or destination of the shipments were not available, it is estimated that 70 per cent. of the shipments were composed of unmanufactured tobacco, practically all of which was consigned to the United Kingdom.

The tobacco crop of Nyasaland, where pipe types are largely grown for export to the United Kingdom, has shown considerable improvement during the month of April due to good rains, according to a South African trade report. Prices were expected to be below last year.

After all nothing satisfies like a good cigar

TOBACCO EXHIBITS WILL BE AT EXPOSITION

Springfield, Mass., June 28.

BUILDING and construction materials, automobiles and automotive equipment, industrial products, foods, clothing, and a myriad of miscellaneous lines will be featured prominently in the Industrial Arts Show of the Eastern States Exposition from September 16 to 22 inclusive, the display of diversified products being one of the major divisions of this national exhibition which reaches annually approximately 300,000 people.

Included in the list of miscellaneous exhibits that will be shown at the 1928 Exposition are advertising and sales methods, toilet articles and beauty shop supplies and equipment,drugs, fertilizers, jewelers and optical supplies, laundry machinery and equipment, motion pictures, outdoor advertising displays, photography and photographic supplies, school and educational systems, seeds, tobacco and tobacco products, toys, traffic and distribution and numerous unclassified exhibits. In each of these general sections there will be individual displays of trade-marked goods in infinite variety. In fact, there are more nationally advertised products displayed at this show than at any similar exhibition in America.

One of the outstanding characteristics of the Eastern States Exposition Industrial Arts Show is that it presents an actual picture of American industrial life. From small beginnings twelve years ago, it has grown to such an extent that last year it occupied twenty-five acres of exhibit space, five acres of which was under roof in permanent buildings. The Industrial Arts Building itself, of brick, steel and concrete construction, occupies three acres of floor space and is the largest exhibition building of its kind in America. In 1927 there were 382 exhibitors showing every type of manufactured article and product and the Exposition attracted an attendance of 287,000 persons.

Three general classes of exhibits comprise the Eastern States Industrial Arts Show. Merchandising exhibits provide for direct sales, future deliveries or laying the foundation for future selling. These represent the largest class of exhibits and includes all types of manufactured products. Good will exhibits, shown chiefly by public utilities, financial and insurance companies and large manufacturers whose displays are in the form of dealer helps, and concerns desiring to keep their name and trade-mark before the public. Educational exhibits designed to be informative, to develop good will and increase the prestige of the organization. These are shown principally by Federal, provincial, state and municipal governments, chambers of commerce, civic organizations, educational institutions, industrial commissions and similar groups.

The Exposition plant covers a tract of 172 acres in West Springfield, five minutes from the business center of Springfield, has eleven permanent brick, steel and concrete buildings including a coliseum with seating capacity of 5600, numerous other exhibit buildings and exceptional rail, trolley and highway facilities. Plant, buildings, and equipment are valued at $2,500,000. It also maintains a permanent year round organization actively engaged in promoting industrial and agricultural resources of the northeastern states.

In addition to the Industrial Arts Show, the Eastern States Exposition has developed seventy other divisions dealing with every form of industrial, educational and agricultural activity. All programs have

(Continued on page 17)

SCHULTE CIGAR STORE CLERKS GET VICE-PRESIDENCIES

JOSEPH H. FIEGER and Monroe W. Rothschild have been appointed vice-presidents of D. A. Schulte, Incorporated, and George C. Feeley assistant vice-president. All three started in as clerks with the company: Mr. Fieger twelve (12) years ago in the Broad and Market Streets cigar store in Newark; Mr. Rothschild sixteen (16) years ago in the 39 Park Row cigar store and Mr. Feely twenty-two (22) years ago in the old World Building cigar store. The three new officers of the company are under forty years of age.

In making the announcement of their appointment, Louis Goldvogel, vice-president and general manager of the company, stated that it is the company's policy, wherever possible, to appoint district managers, superintendents, assistant vice-presidents and vice-presidents from the ranks.

P. R.-AMER. BRINGS SUIT AGAINST A. T. CO.

Last week the Porto Rican-American Tobacco Company filed suit in Newark, N. J., against the American Tobacco Company, charging price discrimination and violation of the Clayton Anti-Trust Act, and asking $900,000 damages.

The Porto Rican-American Company obtained an injunction from Federal Judge Knox against the American Tobacco Company some months ago restraining the American Tobacco Company from reducing its price on a popular brand of cigarettes sold in Porto Rico to ten cents for a package of twenty.

The Porto Rican-American Tobacco Company charges the reduction in price was in retaliation for the increase in tobacco revenues imposed by the Porto Rican Legislature and asserts that they were unable to compete with the American Company.

It is estimated that there are more than 50,000,000 cigarettes sold monthly in Porto Rico to men, women and children.

YAHN & McDONNELL ADD MORE STANDS

Yahn & McDonnell, distributors, of North Seventh Street, have recently taken over the management of the cigar stand in the Ritz-Carlton Hotel, Broad and Walnut Streets, and have also added three stands in various country clubs in this vicinity, making the total number of high-class cigar stands now under their control thirty-six.

"Optimo" and "Blackstone" cigars are featured in all their stands and enjoy a tremendous volume of sales.

The Pollak lighter, retailing at one dollar, is also being featured.

TOBACCO EXHIBITS

(Continued from page 16)

been built up on broad lines to serve the ten North Atlantic States, territory served intimately by the institution. Out standing characterisics are class and quality of attendance plus wide markets and coverage. Springfield and its adjacent territory furnish an adequate cross sectional view of regional resources as well as high type and buying power of patronage.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

HAVING LOCATED IN DALLAS, TEXAS, WOULD LIKE TO hear from Cigar Factories making Class C and up, requiring representation in this live State with its many growing cities. Must be exceptionally high class merchandise, because the "Big Boys" are certainly after the business down here too, and goods must be attractive propositions to even get a hearing with the better class jobbers.

Would also like Specialties suitable for carrying with cigars as side line. What have you? Address John H. Baker, 3400 Cole Avenue, Dallas, Texas.

CIGAR JOBBERS WANTED IN NEW JERSEY AND WEST VIRGINIA on five-cent and ten-cent and up quality brands. Cigar manufacturers since 1892. For information write Box No. 520, care of "The Tobacco World."

POSITION WANTED

STRIPPER FOREMAN DESIRES POSITION. Experienced in Handling all Grades of Tobacco. Can handle large productions. Familiar with stripping machines. Willing to go out of town. Address Box 522, "The Tobacco World."

FOR SALE

1918-19-20-22 SOUTHERN WISCONSIN GROWN SPANISH Leaf Tobacco—188 cases, approximately 300 pounds each. For sale by L. G. Anderson, 2127 Iowa Street, Chicago, Ill.

The Tobacco World

Established 1881

VOLUME 48 JULY 1, 1928 No. 13

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
RETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

DIMELO:—45,207. For all tobacco products. April 9, 1928. D. Emil Klein Co., Inc., New York, N. Y.

GLORIUS:—45,255. For smoking tobacco only. June 7, 1928. J. S. Pinkussohn Cigar Co., Savannah, Ga.

GROCERS HOME OWNED SPECIAL:—45,256. For cigars. June 4, 1928. The Morey Mercantile Co., Denver Colo.

KENILWORTH:—45,257. For briar pipes. June 16, 1928. John Middleton, Philadelphia, Pa.

AIR-HART:—45,258. For cigars, cigarettes and tobacco. June 20, 1928. Sidney J. Freeman & Sons, New York, N. Y.

WHOOPEE:—45,259. For pipes and smokers' articles. June 21, 1928. The Burtis Co, Inc., Newark, N. J.

LINDY GIRL:—45,260. For cigars. June 21, 1928. P. A. Angelsberg, New York, N. Y.

ALDEN PARK, 45,261. For cigars, little cigars, tobacco and pipes. June 22, 1928. John Middleton, Philadelphia, Pa.

TRANSFERS

CHESTER ARMS:—38,837 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered August 14, 1914, by American Litho. Co., New York, N. Y. Transferred to D. Emil Klein Co., Inc., New York, N. Y., and re-transferred to Rothenberg & Schloss Cigar Co., Kansas City, Mo., June 16, 1928.

TUCKETT LTD. SHOWS RECORD PROFIT

The sixteenth annual report presented to the stockholders of Tuckett Tobacco Company, Ltd., of Canada, at their recent meeting, disclosed the fact that the previous year's business showed the largest profit of any year in the history of the Company.

Howard S. Ambrose, president of the Company, commented on the growth of the business, especially with regard to the increase in sales of the Company's brands of cigarettes, and expressed the hope that the growth in volume of business, which has been experienced in the last few years, would continue.

All the directors of the Company were re-elected, and at the directors' meeting held immediately following the stockholders' meeting, all the officers of the Company were re-elected for another year.

The Tuckett Tobacco Company manufactures cigars, cigarettes and smoking tobaccos.

MANNIE PEREZ BACK IN NEW YORK

Mannie Perez, of Marcelino Perez & Company, Tampa, Fla., has returned to New York City, after a trip covering Philadelphia, Baltimore, Washington, and the New England territory, in the interest of his brands, "Tuval," "Redencion," etc. He will remain in New York City for a time, making his headquarters at 29 Broadway.

EMPLOYMENT SHOWS DECLINE FOR APRIL

There was a decrease in employment and payrolls in the tobacco industry in April, compared with March, according to the Bureau of Labor Statistics, Department of Labor.

The Bureau received reports from 137 cigar and cigarette factories, which gave their March employment at 34,966, decreasing in April to 34,151, a decrease of 2.3 per cent. The payrolls in these factories also decreased from $591,280 in March to $548,779 in April, a decrease of 7.2 per cent.

Reports were also received by the Bureau from twenty-seven chewing and smoking tobacco and snuff factories, which gave their March employment at 7,910, decreasing in April to 7,597, a decrease of four per cent. The payrolls in these factories also decreased from $117,412 in March to $111,162 in April, a decrease of 5.3 per cent.

MORE YOUNGSTERS SMOKE CIGARS

Following the several stories which have appeared in print recently as to the marvelous infants who cannot do without their daily cigars, comes a story from Newark, N. J., of a family of five up and coming future possibilities for the Presidential nomination threaten to wreck the household if they are denied their favorite brand of cigars.

When the family physician called at the home of Joe Fillimon in Newark to treat a two-year-old for measles he found him propped up in bed and blowing rings from a nice fat cigar. The doctor rushed to the kitchen to inform the child's mother and found a three-year-old engaged in the same occupation.

The mother explained that their father worked in a cigar factory and all the children (five in number), ranging in age from two to fifteen years, were supplied each day with their ration of cigars and all enjoyed them.

Now, you tell one.

HARRY BOSTON A VISITOR

Harry Boston, of Wm. Demuth & Company, was a recent visitor here, making his headquarters at the Benjamin Franklin Hotel, as usual, where he had on display an excellent assortment of the latest creations in the Demuth line of fine pipes.

CIGARETTES CONTINUE TO GAIN

(*Continued from page 5*)

price reduction. Precedent indicates this, and May production figures are expected to show a marked increase. The price cut has not yet been passed along to the public in many localities, but reduction in retail prices is expected. The large grocery chains, which have become a big factor in cigarette distribution, have brought prices down to 12 cents a package for the 15-cent brands in several districts, which probably will be followed throughout the country. Other pre-rate distributors, formerly selling these brands two for a quarter, have reduced their prices to two for 23 cents, or 12 cents straight.—*Wall St. Journal.*

BUYERS' GUIDE

CIGAR BOXES

NIC. ALTHAUS CO
MANUFACTURERS OF HIGH GRADE CIGAR BOXES
CEDAR, SAW AND PLANING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
TEL., ASHLAND 6242 ESTABLISHED 1873.
657-641 EAST 17TH ST. NEW YORK.

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

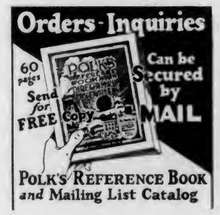
It Pays to Advertise

IN THE

TOBACCO WORLD

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
607 Shelby Street :: DETROIT, MICH.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

Colorgraphic
LABELS-BANDS-ADVERTISING
WINDOW TRANSPARENCIES
Quality Service
AMERICAN LITHOGRAPH C COMPANY
NINETEENTH STREET & FOURTH AVENUE NEW YORK
88 E. WASHINGTON ST. CHICAGO · FIRST NATIONAL BANK BLDG. TAMPA · 820 POYDRAS ST. NEW ORLEANS · 163-173 MAIN ST. SAN FRANCISCO



Gives counts and prices on over 8,000 different lines of business. No matter what your business, in this book your prospective customers listed.
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Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
Manufactured by
GEORGE W. HELME CO.
111 Fifth Avenue, New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

VERY MILD AND MELLOW

Philippine tobacco plantation in Isabela Province, Cagayan Valley, where the overflow of the river restores the soil and tobacco grows luxuriantly.

FINE TOBACCO

Naturally Mild and Sweet - and Grown and Ripened Under a Tropical Sun, are the Reasons Why

THOSE MANILA CIGARS SATISFY SMOKERS

Manila is making the best cigar in the world for a nickel Spanish hand-work, Perfecto shapes, long-filler, light colors attract the eye and intrigue the taste. Better grades in Class B, C and D are also making friends wherever a very mild cigar is in demand.

Do you want a substantial business at a good profit? Do you want a line that will bring smokers to your store and hold them steady customers?

THEN GET A STANDARD MANILA LINE.
PUT IT TO WORK AND WATCH IT GROW!

Booklet, information on application to

THE MANILA AD AGENCY

C. A. BOND, Mgr.

15 WILLIAM STREET, NEW YORK

JULY 15, 1928

VOLUME 48 No. 14

THE TOBACCO WORLD

LIBRARY RECEIVED JUL 19 1928 U.S. Department of Agriculture

If you personally could follow every step taken in the cultivation of

PORTO RICAN TOBACCO

you would promptly realize the reason for the astonishing improvement in the *quality* of this high-grade leaf in the past few years.

GOVERNMENT SUPERVISION AND ASSISTANCE IS THE ANSWER

The consultation and advice of the Departments of Agriculture of both the United States Government and that of Porto Rico have been a big factor. The selection of the seeds, planting, harvesting, curing—all have been given closest and most scientific attention. Result—the quality has steadily improved.

Porto Rican Tobacco is a high-grade, smooth, free-burning and fragrant leaf, with none of the harsh, strong flavor that distinguishes other leaves and cuts down the number of cigars a smoker can enjoy. You can smoke Porto Rican cigars ALL DAY.

And remember—Porto Rican Tobacco is grown in an American possession, therefore is admitted DUTY FREE.

This enables you to give the smoker a BETTER VALUE at a FAR MORE ATTRACTIVE PRICE.

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDANA, General Manager New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

DO YOUR CIGARS INVITE SMOKERS TO TRY THEM

To increase the sale of your cigars, you obviously must get new smokers to try them.

But the average smoker will seldom try a cigar he can't see. Some attractive feature - size, shape, color, wrapping - must catch his eye or he won't say "gim'me".

Pack your cigars in WOODEN BOXES. They invite smokers to try the brand because they reveal the whole cigar at a glance in a quality setting.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

Volume 48

THE TOBACCO WORLD

Established 1881

Number 14

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, JULY 15, 1928 — Foreign $3.50

LOUISIANA FIRST STATE TO REPEAL TOBACCO TAX

THE Tobacco Merchants Association in a recent bulletin states:

"It is with genuine satisfaction that we are able to report the passage of the measure repealing the tobacco tax in the State of Louisiana in both Houses by a vote of over six to 1, and that the bill is now only awaiting the Governor's signature, when the Louisiana tobacco tax will be wiped out. As the Governor originally recommended the repeal of the tobacco tax, it is safe to assume that he will sign the measure.

"That the repeal of the Louisiana tobacco tax after two years of actual experience with it will have a far-reaching effect, not only as regards the repeal of other statutes of the same character, but also as regards any future attempts to enact tobacco tax laws, there can be no question.

"But this accomplishment should, and we are sure, will serve as an example to trade leaders in other states in combating legislation of this nature. For it only demonstrates what we have so often repeated, and what has happened with respect to the defeat of 34 similar tax measures in other states, that is, that where the trade leaders are determined to fight against iniquitous and discriminatory tax measures, no such laws would be enacted or, if enacted, would remain long in their statutes.

"The Louisiana trade leaders had made a most gallant fight against the tobacco tax bill when it was first enacted and had lost only by one vote.

"But the enactment of that law only served to add much vigor and strength to their determination that the Louisiana tobacco trade should be free from this sort of destructive taxation, and they have kept up a systematic and organized campaign from the day that the act was first passed until they secured its repeal by such an overwhelming vote in both Houses. And this, too, in spite of the fact that there have been arrayed against the tobacco tax repeal all the forces of the oil companies and the carbon companies, in order to save themselves from a new tax to make up the revenue lost by the repeal of the tobacco tax.

"Indeed, the Louisiana trade leaders have set an example that should, and, we hope, will be followed by the trade in all states."

1928 Legislative Record

The enactment of the Louisiana tobacco tax repeal marks the end of the 1928 Legislative activities (with the exception of Kansas City), the results of which may be summarized as follows:

Tax Bills Killed.—Kentucky, Mississippi, Massachusetts, Nevada.

Tax Bills Enacted—None.

Tax Bills Repealed.—Louisiana.

COL. CARRINGTON AGAIN ELECTED HEAD OF TOBACCO ASSOCIATION

COLONEL A. B. CARRINGTON was again elected president of the Tobacco Association of the United States at the closing session of its annual convention held at Old Point Comfort, Virginia, June 27, 28 and 29. This is the third consecutive time Col. Carrington has been elected president of the association.

Other officers elected were W. T. Clark, of Wilson, N. C., first vice-president; E. J. O'Brien, Louisville, Ky., second vice-president, and J. A. Clark, of Bedford, Va., third vice-president. J. J. Walters, of South Boston, Va., and H. Y. Tilman, of Valdosta, Ga., were elected members of the board of governors.

R. T. Corbell, Richmond, was elected secretary-treasurer, and T. M. Carrington, Richmand, chairman of the board of directors.

The following were named members of the directing board:

Clyde Austin, Greenville, Tenn.; T. W. Blackwell, Winston-Salem, N. C.; John F. Bruton, Wilson, N. C.; A. H. Buchan, Mullins, S. C.; U. H. Cozart, Wilson, N. C.; E. G. Currin, Richmond, Va.; J. W. Dunnington, Farmville, Va.; James F. Ficklin, Greenville, N. C.; O. C. Gregory, Richmond, Va.; H. S. Hotchkiss, Richmond, Va.; Andrew Jamieson, Oxford N. C.; G. O. Tuck, Louisville, Ky.; J. J. Walters, South Boston, Va.; H. Y. Tillman, Valdosta, Ga.; P. A. Noell, Durham, N. C.; W. L. McGill, Petersburg, Va.; James I. Miller, Henderson, N. C.; G. T. Patton, Darlington, S. C.; L. H. Reed, Richmond, Va.; W. G. Rogers, Warrenton, N. C.; R. C. Stokes, Lynchburg, Va.; H. E. Spillman, Huntington, W. Va.; A. P. Thorpe, Rocky Mount, N. C.; G. F. Vaughan, Lexington, Ky.; S. U. Venable, Durham, N. C.; R. P. Watson, Wilson, N. C.; E. V. Webb, Kinston, N. C.; A. J. Bullington, Durham, N. C.

The committee on opening dates for the tobacco markets reported as follows:

Georgia—August 1st; South Carolina—August 7th; Eastern North Carolina—August 28th; Middle Belt—September 11th; Old Belt—September 25th, and Dark Markets—November 6th

No date for next year's convention was announced as this matter is left to the discretion of the board of governors, and is usually decided at their meeting in Richmond in the early spring.

CULLMAN ELECTED TO TRUST COMPANY BOARD

Howard Cullman, of Cullman Brothers, leaf tobacco dealers of New York City, has been elected to the board of directors of the International Acceptance Trust Company, of this city.

REYNOLDS TOBACCO COMPANY PRAISED

A RECENT article published in the "Nations Business Review" states: "There is every reason to believe that the current crisis in the American tobacco world, marked as it is, by highly intensified competition in the popular-priced cigarette field, will have one tangible consequence; namely, the substantiation of the supremacy of the R. J. Reynolds Tobacco Company, of Winston-Salem, North Carolina.

"For years, in fact, ever since the cigarette market assumed the vast scope attained during the last decade, the product of the Reynolds Company, 'Camel' cigarettes, has been first in sales volume. Presented to the international public in an honest manner, 'Camel' has taken its place as the most popular cigarette of the present day, and efforts of other organizations to exploit their brands in a medical or cough-preventative basis have had little effect upon that popular consumer demand.

"From the time this great American corporation was established by R. J. Reynolds, the cigarette-consuming public accepted 'Camels,' and under the leadership of Bowman Gray, the Reynolds product has clinched its right to first place. Mr. Gray and his associates are not the sort of executives to claim for their product attributes which are ridiculous from every point of view. 'Camels' are smoked for sheer pleasure of smoking. The millions of men and women throughout the world who are 'Camel' smokers know better than to ask for a cough-cure or cough-preventative in a cigarette package.

"The tobacco world has known 'Camel' cigarettes as the outstanding product in its field. For honest advertising, honest presentation and honest marketing there is no company which excels the R. J. Reynolds organization. Here, certainly, is a tobacco corporation whose success has been won through the closest adherence to American business ideals.

"President Gray and his associates in the R. J. Reynolds organization have set an example which the rest of the tobacco world may well follow. Truly, the supremacy which has been theirs in the past should continue in the future."

CUBA PLACES SPECIAL TAX ON CIGARETTES

Special luxury taxes, including a tax of five cents on every package of cigarettes containing from twelve to thirty-two cigarettes, have been imposed by the Cuban Government for the benefit of tuberculosis hospitals and other institutions of public benefaction, according to a cable to the Department of Commerce from Commercial Attache Frederick Todd at Havana.

Linz.

BYRD TO TAKE "SPUDS" TO ANTARCTIC

Announcement has been made by the Axton Fisher Tobacco Company, of Louisville, Ky., that they are in receipt of an order for a quantity of their "Spud" cigarettes from the Byrd Antarctic Expedition. The shipment of their mentholated cigarettes is to be forwarded to Dunedin, New Zealand, and will be picked up there by the Antarctic explorers.

NEW NEWARK TOBACCO FIRM

Glikan Brothers, to deal in tobacco and snuff, with headquarters in Newark, N. J., has just been incorporated with capital stock of $50,000. The incorporators are Leah Brubenstein, Becky Glikan and Gussie Glikan.

TO EXHIBIT AUTOMATIC CIGAR SMOKER AT EXPOSITION

TO THE inveterate smoker perhaps the most unnecessary device in the world would be an automatic cigar smoker. Yet just such a device will constitute one of the features of a tobacco exhibit now being arranged by the U. S. Department of Agriculture to be sent to Seville, Spain, together with ten other agricultural exhibits as the Department's contribution to the United States Governmental display at the forthcoming International Exposition at Seville.

The automatic cigar smoker is so constructed that it will smoke four cigars simultaneously. By means of a suction device the cigars are smoked as though by a human being, each cigar getting the same treatment. In this way a fair comparison of the burning qualities and ash of the cigars can be had.

As the United States is the world's greatest producer of tobacco, the agricultural exhibit will emphasize not only the size of the crop and the producing areas but the sections where various types of market tobacco are grown. Production and marketing practices will be shown and a large variety of tobacco types will be represented in this exhibit.

The exposition, which is scheduled to open on March 15th next, will be the occasion for bringing together all of the original colonies of Spain in the Western Hemisphere, in addition to those nations of North and South America which Spain and Portugal helped colonize. Participation of the United States, for which Congress authorized an expenditure of $700,000, embraces twenty-three Government departments and bureaus, covering virtually every phase of Governmental activity.

PENNSYLVANIA CROP IN GOOD CONDITION

The United States Department of Agriculture, cooperating with the Pennsylvania Department of Agriculture, reports in Pennsylvania tobacco transplanting has been conducted under favorable conditions, but in some localities only 50 per cent. of the anticipated acreage was planted on account of rain. The crop is reported to be doing well, and the condition is reported to be better than usual for this season of the year, considering that the month of June was cool and rainy, the deficiency in temperature averaging three degrees and the excess in precipitation, which was unusually heavy except in the northwestern part of the State, three inches. The number of rainy days averaged seventeen, making the month one of the wettest Junes in recent years.

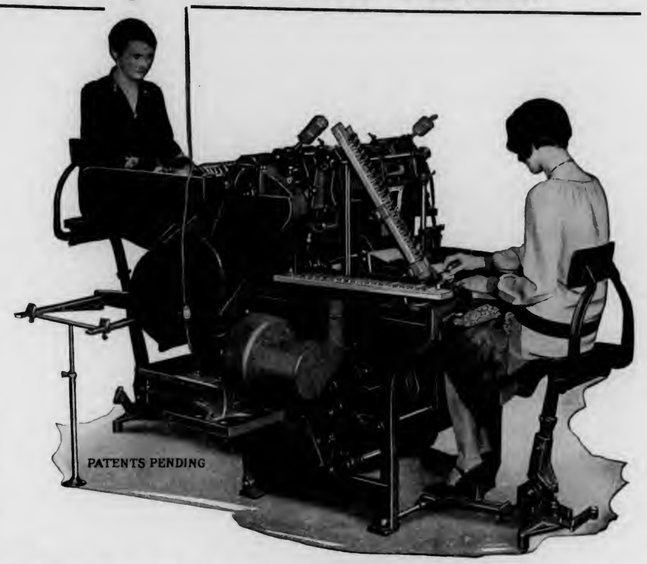
WHELAN RETURNS FROM EUROPE

George J. Whelan, of the United Cigar Stores Company, who has just returned from a five weeks' trip through Europe, states that the recent reduction in the price of cigarettes has resulted in an increase in the sale of cigarettes for his company at the rate of $1,200,000 annually. Commenting further, he said, "The small cut in price of our cigarettes has brought about a surprising increase of sales, which will subsequently be reflected in a noticeable increase in production for the year, should this increase continue through the remainder of 1928."

Commenting on the recent decline in stock market prices, Mr. Whelan said in his opinion the level of good security prices should not be materially affected by the current recessions, and that in the long run prices of such stocks should show increases proportionate to their earnings.

A Remarkable Long Filler Bunch Machine

Improved!



With Three Important Stock and Cost Saving Features—

1. Binder Suction Table with Individual, Direct-Connected, Motor-Driven Suction Fan;
2. Latest Type of Friction Clutch and Emergency Stop;
3. The Famous Alemite-Zerk System of Lubrication.

The MODEL T UNIVERSAL

Long Filler Bunch Machine

(Non-Blending Type)

For High Grade Work

A REMARKABLY advantageous, new feature of the Model T Universal is that it is now being made with (or without) a Binder Suction Table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder tightly against the rolling apron by suction, thereby assuring smoother and more-perfectly rolled bunches. It also *effects a saving of binders* because smaller binders can be used.

The Model T (Blending) Long Filler Bunch Machine is built with the latest type of friction clutch and emergency stop. This causes the machine to run more smoothly, and permits the stopping of the machine at any point in its operation. It also reduces the upkeep cost of the machine.

The Model T is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

Labor, Stock and Money-Saving Features

A—The Binder Suction Table assures smoother and more perfectly-rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of friction clutch and emergency stop makes the machine run more smoothly and permits the instantaneous stopping of the machine at any point. It also reduces the upkeep cost.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the fillers mechanically in exactly the same way as is done by hand; a few sprigs of fillers being intermittently added until the bunch is built up to the proper size and condition.

F—Two or more kinds of filler can be blended on this machine in any proportions desired.

G—Any size or shape of bunch, and both right and left-hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators, it produces 450 to 500 uniform, spongy, free-smoking, blended bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of fillers.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction; easy to operate and handle; requires no expert mechanical attention.

Write for Illustrated Price Folder and complete Model T information

The price of the Model T Universal equipped with Two Folding Chairs, Individual Drive Equipment and ¼ H. P. Motor is

$1750

Convenient Time Payment Terms

With Binder Suction Table $50 extra. With Individual, direct-connected motor-driven Suction Fan $75 extra. Prices F. O. B. Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

PHILADELPHIA.

BAYUKS TO HAVE LANCASTER WAREHOUSE

A PERMIT has been issued to Bayuk Cigars, Incorporated, for the erection of a large concrete tobacco warehouse in Lancaster, Pa., which will cost $250,000. The building will be situated on North Water Street, between Ross and Liberty Streets, and will adjoin their present cigar factory there.

The building will be three hundred feet long and seventy-three feet wide, and will be of concrete and steel six stories high.

The Turner Construction Company of this city, is the contractor and work will be begun on the structure immediately.

HOLT HAS QUANTITY OF "JEAN VAL JEAN"

The Holt Cigar Company has acquired a quantity of "Jean Val Jean" cigars of upward of a half a million, in the various sizes, and these are on sale in their stores at greatly reduced prices.

This brand has only been on sale in their stores for a very short time but the demand has been so heavy that already the stock of several sizes has been exhausted.

George Moore, in charge of their store at Fourth and Chestnut Streets, reports that last week was one of the best weeks for business that he has experienced since being in that location, despite the fact that the store was closed on the Fourth of July.

FRED SUSS A VISITOR

Fred Suss, of S. H. Furgatch & Company, was a visitor in Philadelphia last week visiting the trade and booking some nice orders.

PAULSBORO STORE SOLD

The retail and wholesale tobacco business formerly owned by Paul First, on Delaware Avenue, Paulsboro, N. J., has been purchased by H. C. Harris, of that place. The business is being operated as usual.

COL. MOULSDALE A VISITOR

Colonel D. Harry Moulsdale, of the Sanchez y Haya factory, of Tampa, Fla., was a recent visitor here renewing old acquaintances and picking up orders for the Sanchez y Haya brands.

KNEHER JOINS MOEHLE LITHOGRAPHIC COMPANY

THE many friends of John G. Kneher, otherwise known as "Johnnie," were surprised to learn that he has severed his connection with George Schlegel, Incorporated, lithographer, and joined the sales force of the Moehle Lithographic Company, of Brooklyn, N. Y.

Mr. Kneher will cover Pennsylvania, New England New York and Baltimore in the future for the Moehle Company, the territory formerly being covered by R. D. Greer, second vice-president of the company, and Carl Moehle, Jr., the secretary of the company.

Johnnie is well known and well liked among the cigar manufacturers of Pennsylvania, and the new arrangement should prove mutually beneficial to him as well as the Moehle Lithographic Company.

Mr. Kneher will continue to maintain his office in the Drexel Building here at Fifth and Chestnut Streets, and expects to make it a point to be in his office on Monday and Friday of each week, while the rest of the days will be spent in calling on the trade in his territory.

"CINCO" SALES INCREASING

Since the advent of the new price on "Cinco" invincibles, which is three for twenty cents, instead of two for fifteen cents, sales of this size of this old established brand have been steadily mounting. George Zimmerman, of F. Zimmerman & Company, of Shamokin, Pa., "Cinco" distributors for that territory, was a recent visitor to "Cinco" headquarters, at 932 Market Street, conferring with President Rogers and making arrangements for steady shipments to his company.

ANDRUSS ON VACATION TRIP

Willis Andruss, sales manager for the Congress Cigar Company, left last week for a two weeks' stay in the woods near Deer Lake, Canada, where he will spend a short vacation with a party of friends from Pittsburgh.

"La Palina" sales have been steadily mounting since the advent of seasonal weather and an excellent showing of earnings is anticipated for the first half of 1928.

P. A.? You bet it is!

I'VE been a P. A. fan from the first. When I took up pipe-smoking some years ago, I asked for Prince Albert, right off the reel. That's the brand I noticed most men smoking. And they looked the picture of contentment. I soon knew why. Get some P. A. and you'll know, too.

Open the package and treat yourself to a fragrance that only a wonderful tobacco can have. Put a load in your pipe and light up. Cool as a notice that your insurance is about to lapse. Sweet as paying your premium in time. Mellow and mild and long-burning . . . that's Prince Albert.

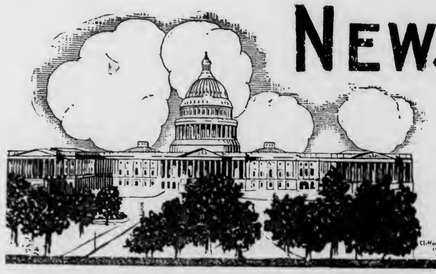
It isn't any single quality that makes P. A. the largest-selling brand in the world, but a combination of qualities that gives you *everything*. I don't know what brand you're smoking now. I do know you can't beat P. A. on *any* count.

There are TWO full ounces of sure-fire pipe-joy in every tin.

PRINCE ALBERT

—no other tobacco is like it!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

FISCAL operations of the Federal Government during the year which closed June 30 resulted in a surplus of $398,000,000, compared with an estimated surplus of $405,000,000, according to a report which has just been prepared by Secretary of the Treasury Mellon. The greater part of this surplus already has been applied to the retirement of public debt obligations, and the balance has been carried over for that purpose during the next few months.

Enactment of the revenue act of 1928 resulted in a decline in collections of miscellaneous taxes, receipts from which totalled $621,000,000, against an estimate of $638,000,000 and actual receipts in the preceding year of $645,000,000. The greater part of this decline is due to the repeal of the automobile tax and to lower receipts from the estate tax. Income tax receipts for the year aggregated $2,174,000,000, as compared with $2,225,000,000 in 1927, and against an estimate of $2,165,000,000.

Imports of foreign goods during the year yielded $369,000,000 in customs duties, as compared with an estimate of $602,000,000, and receipts in the previous year of $605,000,000, the highest figure ever recorded. The receipts for the year just ended, it is declared by Treasury officials, were about normal.

A reduction of $907,000,000 was made in the public debt during the fiscal year which on June 30 totalled $17,604,000,000, as compared with $18,511,000,000 at the close of the fiscal year 1927. The annual interest rate on the interest-bearing debt has been reduced from 3.96 per cent. to 3.87 per cent., and total interest payments during the year were $55,000,000 less than in the fiscal year 1927.

Special Delivery Postal Rates Revised

Regulations covering special delivery and special handling service have just been issued by the Post Office Department to meet the provisions of the postal rate bill passed at the last session of Congress. The only change made in the special delivery of first-class mail is to amend the rates, which now are ten cents for matter weighing not more than two pounds, the same as heretofore; twenty cents for matter weighing between two and ten pounds, and twenty-five cents for matter weighing more than ten pounds.

On all classes of mail other than the first-class the new law merges what has heretofore been known as special handling service and special delivery service into one service, the rate for which is fifteen cents on matter weighing not more than two pounds, twenty-five cents on matter weighing between two and ten pounds, and thirty-five cents on matter weighing more than ten pounds. Parcel post matter, however, may be given special handling service without special delivery service, the rate being ten cents on parcels not exceeding two pounds in weight, fifteen cents on parcels between two and ten pounds, and twenty cents on parcels weighing more than ten pounds.

Profit In One Year May Be Offset By Loss In Next For Income Tax Purposes

Statutory provisions allowing a taxpayer to offset a net operating loss sustained in one year against profit realized in a preceding or succeeding year or years, thus equalizing income over a period of time, have been included in the various revenue acts since 1918, it is declared by John J. Clancy, of the special advisory committee of the Internal Revenue Bureau, in an explanation of the application of the privilege.

"Section 204 of the Revenue Act of 1918," Mr. Clancy explained, "provided that if for any taxable year beginning after October 31, 1918, and ending prior to January 1, 1920, a taxpayer sustained a net operating loss he might deduct this loss from the net income of the preceding taxable year, and if the loss is in excess of that income, the excess could be deducted from the net income of the succeeding taxable year.

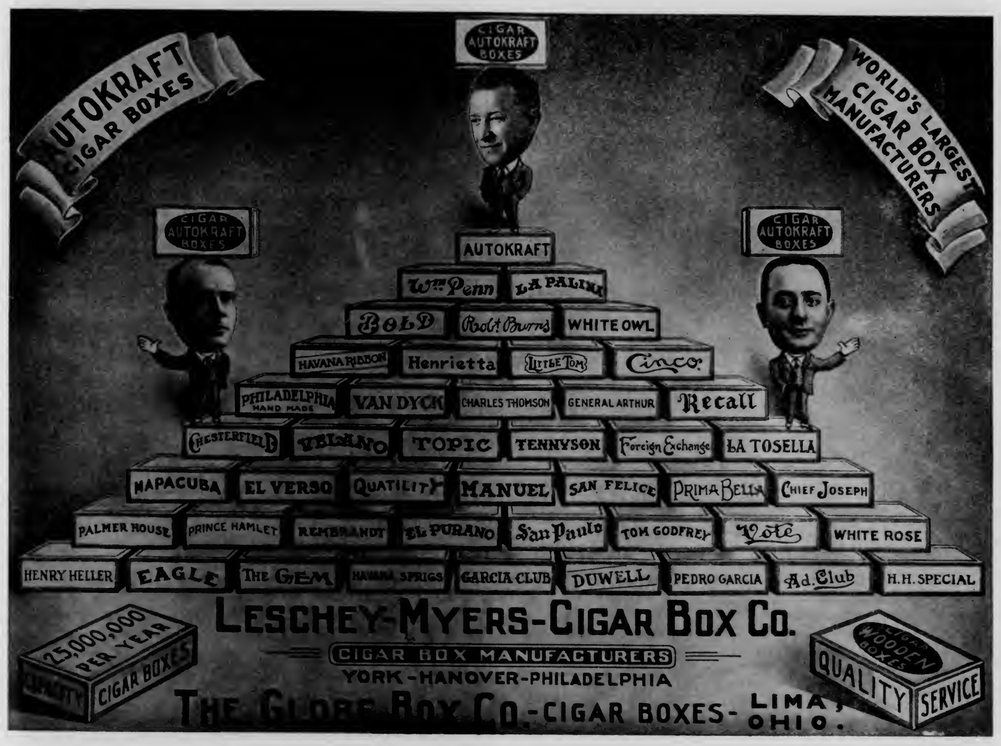
"This provision had the effect of offsetting excessive profits realized by many taxpayers in 1918 against losses sustained in the period after October 31, 1918, the last day of the month preceding the month in which the armistice was signed."

Because of the purpose of this section only taxpayers who were in business in 1918 could avail themselves of its provisions. The net loss had to be for a full taxable year and its benefits were not available to taxpayers suffering a net loss for a taxable period of less than a year as a result of a change in accounting period from calendar to fiscal or vice versa. Under the 1918 act there were excluded, in the determination of the net loss, deductions allowed corporations under Section 234, pertaining to dividends from a corporation subject to the tax, and losses on sales of capital assets, except such assets as were acquired for production of war materials after April 6, 1917.

"In general," Mr. Clancy declared, "the net loss provisions of the succeeding revenue acts, including that of 1928, are similar, except that the subsequent acts, in the case of a corporation, recognize all losses on sale of capital assets used in the trade or business."

Losses not sustained in a trade or business are deductible to the extent of the taxable gain or profits, not derived from such trade or business, under the 1921 act. It is noted that under the 1924, 1926 and 1928

(Continued on Page 10)



BAYUK SALESMEN CELEBRATE THE FOURTH

JULY 4, 1928 is a date that will linger long in the memories of some forty-two Bayuk executives and salesmen, as it proved to be a most eventful one.

At 9 A. M. the boys gathered at the pier in Whitestone Landing and boarded the good ship "Charles Thompson" to the tune of "Hail, hail the gang's all here." Fred E. Brown passed the word "Let's go" and the trip up the sound to Centerport began, an event that the boys had been looking forward to since April 1st, when a ball game was started between the Brooklyn men (known as the Brooklyn Robins) and the boys of New York (as the New York Giants).

Hits were scored with each order for 500 "Philadelphia Hand Made," "Havana Ribbons," "Prince Hamlets," "Mapacubas," or "Charles Thompsons." Three hits counted as a run. The game was most interesting and hotly contested all through the three months, with the Brooklyn Robins under Captain Thomas Hughes beat the Giants managed by Captain Phil McGuire (two good baseball names). The Babe Ruth's of the teams were Kenneth Foster of the Robins and George Barrett of the Giants.

After four hours of sailing the boat landed at Ward's where the boys packed away one of the finest shore dinners ever set before forty-two hungry ball players. This is not an advertisement for Ward's but some day try one of their dinners and you can then appreciate why the boys as in one voice said, "The best they ever ate."

As a fitting climax to a great feast and day, New York Manager Fred E. Brown, presented prizes to the winners of the various contests, and announced that the past six months was the biggest both in the number of cigars sold and in dollars and cents, in the history of Bayuk's New York office, and also showed an increase in sales of over two million cigars, over the same period of 1927.

After much discussion the boys decided to return home by bus. The trip home accompanied by Mooney Le Maire's Ragadors Orchestra proved beyond question that the Bayuk sales organization has some mighty fine tenors among their number.

REDUCTION IN PROFIT FROM PRICE CUTTING

According to Dorrance, Sullivan & Company, Incorporated, advertising agents, of New York City, a very interesting and valuable illustration of the effects of price cutting was recently made by a sales executive for the benefit of his salesmen. He took as an example a certain product with the total manufacturing and sales cost assumed at $100,000. The selling price of this article was $133,300, with profit of $33,300. The percentage of profit on cost was 33⅓ per cent., and the per cent. of profit on sales was 25 per cent. The fact was brought out that only a 5 per cent. cut in selling price meant a 20 per cent. reduction in profit and required a 25 per cent. increase in volume to make up for the price cut. A 20 per cent. reduction in the selling price meant a reduction in profit of 80 per cent. and required a 400 per cent. increase in volume to make up for this lost profit.

The table which follows gives this information clearly and convincingly:

% of Price Cut	*Amount of Profit Lost by Price Cut*	*% of Profit on Sales After Price Cut*	*% of Profit on Cost After Price Cut*	*% of Reduction in Profit Due to Price Cut*	*% of Increase to Earn Original Price*
5	$ 6,665	21.0	26.6	20	25
10	13,330	16.6	20.0	40	67
15	19,995	11.7	13.3	60	150
20	26,660	6.2	6.6	80	400

HOW BUYING CIGARS BY THE BOX BENEFITS THE CUSTOMER

BUYING by the box enables the smoker to pick his favorite color and texture and assures uniformity as long as the box lasts. He can be assured of his exact preference—a highly important matter.

Box buying also means cigars always in condition, for nowhere as in the closed box do cigars so well retain their rich superb factory flavor.

Aside from this, there is in many instances a worthwhile money saving to be affected in buying cigars by the box apart from the time-saving advantage of many trips to the store, when only two or three cigars are bought at a time.

In the end the customer uses many boxes; why not then, buy them fifty at a time instead of only a few?

Point out these facts to your customers as a means of building box business and of having better satisfied customers.

The box customers should always be valued highly and given the utmost attention and help in the selection of his brand, shape and color. That is the kind of attention that always brings the customer back to your store.—*The United Shield.*

News from Congress

(Continued from page 8)

revenue acts, such losses are deductible to the extent of such gross profits.

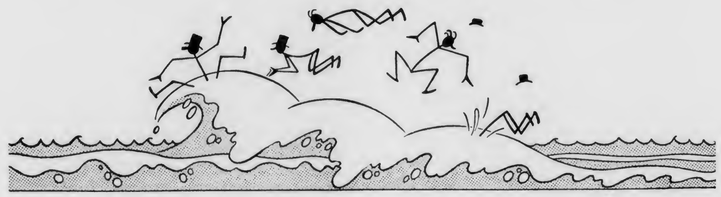
Some question has arisen as to a corporation's right to the $2,000 specific credit provided for in Section 236 (b) of the revenue act of 1921, and whether it should be determined before or after the net income has been reduced by any credit for a loss of a previous year. It has been held that a corporation's right to take the credit will depend upon the amount of the net income of the corporation prior to the allowance of any credit for a net loss of a prior year.

Five Nations Take Half Our Exports

The five nations of United Kingdom, Canada, Germany, Japan and France take more than one-half of all our exports, according to a report just made by the foreign commerce department of the United States Chamber of Commerce. The United Kingdom is our heaviest customer, during the first quarter of 1928 taking merchandise valued at $213,843,000. Our second most important market is Canada, which during the first three months of this year took goods to the value of $187,990,000, followed by Germany with $115,131,000, Japan with $61,303,000, and France with $55,694,000.

Our chief sources of imported goods are Canada, Japan, United Kingdom, British Malaya, Brazil and Cuba. Four of these six countries are "one commodity" nations, Japan's trade with us being chiefly in raw silk, that of British Malaya in crude rubber, Brazil in coffee, and Cuba in cane sugar. Our imports from Canada during the first quarter of 1928 had a value of $112,802,000, that country being followed by the United Kingdom with $84,838,000, Brazil with $58,581,000, British Malaya with $72,524,000, and Cuba with $58,051,000.

Ride along on this tidal wave of Bayuk popularity

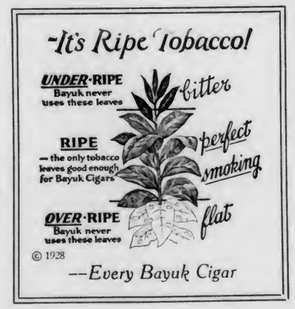


Having to explain to every customer the merits of some little-known cigar is a nuisance and takes up a lot of valuable time. Not only that. It often creates a suspicion as to what's behind the retailer's effort . . . "Something he wants to get rid of, I suppose," is often a thought that creeps into the customer's mind.

Figure it any way you like, brands that require a lot of sales urge never are, never have been and never will be big profit makers nor sound business builders.

Put Bayuk brands up front and they'll do their own selling!

They're known. Persistent advertising and the everlasting resolve to make the best possible cigars for the money—those two things have carried Bayuk popularity to the greatest height in all its thirty years' history. Sales growing by millions! Fame spreading farther and farther! The Bayuk *ripe-tobacco* idea rooting deeper and deeper in the smoking public's mind!



And Bayuk popularity is the kind that doesn't wane. Bayuk quality makes that certain. It is self-evident. Every smoker who tries a Bayuk cigar clearly recognizes the fine, mellow-mild, true-tobacco flavor that's in it. He realizes that *"-It's Ripe Tobacco!"* has a genuine meaning. He'll stick to Bayuks!

The water's fine! . . Ride along on the wave of Bayuk popularity.

BAYUK BRANDS BUILD BUSINESS

CHARLES THOMSON HAVANA RIBBON BAYUK PHILADELPHIA HAND MADE
MAPACUBA PRINCE HAMLET

BAYUK CIGARS *Inc.*

PHILADELPHIA

Makers of fine cigars since 1897

NEW CROP OF HAVANA LARGER

THE UNITED STATES DEPARTMENT OF COMMERCE has recently issued a bulletin on the condition of Havana tobacco and states:

"Commercial estimates for the 1927-1928 tobacco crop of Cuba have been placed at 61,000,000 pounds, compared with 58,000,000 pounds produced in 1926-1927, according to information received in the Tobacco Section of the Department of Commerce from Assistant Trade Commissioner Ronald D. Stevenson. The process of collecting tobacco production statistics in Cuba presents rather a difficult problem in the absence of an official organization for the purpose. Estimates must be obtained from commercial sources, associations, trade journals, or whatever source is possible.

Types and Varieties

"One of the large dealers in Havana some time ago spent considerable effort and time in making a map of Cuba showing the various tobacco districts, and in collecting information on the types of tobacco produced in each. The main producing regions, according to this map, are the Vuelta Abajo, Semi-Vuelta, Partido or Vuelta Arriba, and Oriente.

Vuelta Abajo

"The Vuelta Abajo district is the oldest tobacco-growing district in Cuba. This district grows tobacco noted for its fine aroma, but this year it has suffered considerably from lack of rains. The drought has been so bad in certain sections that it was impossible to irrigate on account of shortage of water; consequently, there is considerable variation in the quality and amounts of tobacco grown in the various sections.

"The first reports were that the crop would probably be poor; however, owing to several rains, conditions have materially improved, and it is now generally estimated that the crop will amount to 190,000 bales, or about the same as last year. The quality of the tobacco is said to be somewhat better than that of the previous year.

Semi-Vuelta District

"The Semi-Vuelta District is so named because it is neither in the Vuelta Abajo nor Partido District. From the Semi-Vuelta region come the heavy-bodied tobaccos, and on account of the cleanness and sightliness of the tobacco as it is usually packed, it is in great demand with the United States importers. It is usually quite strong and is used mostly for mixing, the lighter grades being sometimes suitable for clear Havana purposes. The largest packing centers are Candelaria, Los Palacios, San Cristobal and Consolacion.

"The 1927-28 crop in the Semi-Vuelta district is not so good as that of the previous season, and it appears from the various estimates that it will amount to about 16,000 bales, a decrease of 20 per cent. or more.

Partido District

"The well-known Partido district grows a very mild tobacco, not as fine in quality or aroma as that of Vuelta Abajo. From this district comes much wrapper tobacco used in the manufacture of clear Havana cigars. On account of the richness of the red soil of this district the leaf grows very large and fine in texture and the light-colored wrappers come almost exclusively from this region. Within the last few years the greater part of the tobacco grown in Partido has been grown under cheesecloth or palm leaves, which produces a large leaf of finer texture.

"The Partido district this year will have a better crop than last year and from 10 to 15 per cent. larger. About 35,000 bales will be available from that region. The wrappers of greenish color are said to be preferred by American buyers. Dealers in Cuba are reported to have been forced to pay rather high prices last season for the quality of tobacco which they received from the Partido section and in many cases are still carrying stocks of this crop.

Remedios District

"The Remedios District is sometimes known as the Vuelta Arriba District and may be divided into two sections. The larger section is what is generally accepted as Santa Clara, Remedios or Sancti Spiritus districts, and comprises all of the Santa Clara Province. Owing to the fact that the first tobaccos produced years ago were packed in the town of Remedios and in surrounding towns, these tobaccos were simply known as 'Remedios,' but today the terms 'Santa Clara,' 'Sancti Spiritus' and 'Remedios' are being used somewhat indiscriminately. On account of the facilities for packing, the city of Santa Clara is an important packing center, and notwithstanding the fact that large quantities of tobacco in the bundle from distant towns are brought to that city to be selected and baled and then called 'Santa Clara' tobacco, the term 'Santa Clara' strictly used should mean tobacco grown in that district.

"Tobaccos grown in this province are without the pronounced difference in quality existing among the different districts as in Vuelta Abajo. It is well known in the United States and is generally heavy and gummy in nature, suitable for mixing with less aromatic tobaccos. The tobacco of this section is not as delicate or fine in quality as that from Vuelta Abajo, but most of the gummy, heavy part of the crop is taken by the United States every year, while a small portion consisting of flimsy and yellow grades goes to the German and Spanish buyers.

"On the southwestern corner of the Remedios, or Vuelta Arriba, section is what is known as the Manicaragua District, which grows only a few thousand bales each year but of a peculiar quality. While this district is in the Vuelta Arriba, or what is commonly known as the Remedios District, it sometimes produces tobacco preferred to that of other sections of Santa Clara. It is rather strong and similar to Santa Clara tobacco and is used mostly by a few New England manufacturers of Seed and Havana cigars.

"It seems to be the general opinion of the tobacco trade that the Vuelta Arriba, or Remedios, crop will be considerably better than last year, and that the production will exceed that of 1926-27 by 25 or 30 per cent. Upon this basis the 1927-28 crop for Remedios or Vuelta Arriba will amount to about 260,000 bales.

Oriente District

"There are four small tobacco-growing districts in the eastern end of the island that are known as the 'Oriente' tobacco districts. The tobacco grown there is of inferior quality and is packed with much less attention than the tobacco grown in the central and western parts of the island. It is of more ordinary texture, has very little aroma, and is usually sold to those countries that require a low-priced grade of tobacco. It is also used for domestic manufacturers that supply the farmers' demands and for cheaper cigarettes used on the island. The total crop from these districts varies greatly and ranges from 1550 bales to 10,000 bales, according to growing conditions. This season it is to be about 10,000 bales."

"Cream of the Crop"
LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES
"I prefer Lucky Strikes"
Walter Hagen
International Golf Champion
"The finest cigarettes in all the world"—now they say this of Lucky Strikes. They've learned that toasting gives the utmost in smoking pleasure. They've learned that toasting means throat protection. They're pleased that 20,679 doctors approve their verdict.
"It's toasted"
That's your pleasure—your protection!
© 1928 The American Tobacco Co., Manufacturers

MURIEL
CIGARS

ROTHSCHILDS SIZE 10¢

Thousands are changing to *Muriel* . . . It pays to display them. Mild but not too mild . . . rich but not too rich. Rothschilds size foil-wrapped to seal in the flavor and prevent breakage . . . P. Lorillard Company, Inc., 119 West 40th St., N. Y. C.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
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BARNEY REVIEWS TOBACCO INDUSTRY

HOW to replace a $30,000,000 loss in revenue brought about by price cuts is the problem immediately confronting cigarette and tobacco manufacturers, according to the annual review of the tobacco industry by Charles D. Barney & Company. Cigarette production, with the advent of the woman smoker, has swept forward to new high levels but, the review points out, "this favorable factor will be offset by lower sales prices, and probably, somewhat higher material costs."

That the monetary loss, if not restored in whole or in part, must be largely compensated for by lessened advertising expenditures, is the belief expressed by the review since the feeling is general that lower prices are unlikely to stimulate consumption to a point where it will equalize sales revenue.

"Following the cuts there has been an obvious curtailment in certain forms of advertising," the review adds, "and if the retrenchment policy is maintained a large part of the potential loss of earning power may be offset in this way. Reduced output of manufactured tobacco may also somewhat unfavorably affect earnings, but not to any appreciable degree. In individual instances largely increased output coupled with advantageous material costs, manufacturing economies, and restriction on advertising expenditures may result in earnings in excess of the 1927 standard.

"From a market standpoint it is difficult to determine the immediate attractiveness of the shares of the major tobacco companies as a group until the effects of the recent price cuts, a condition not to be reckoned with during the past six years, can be more nearly gauged. The ability of a particular company to hold its position in a market becoming increasingly competitive is also a factor to be considered from the standpoint of future appreciation. Their record in the past continues to recommend for long term investment to those unconcerned with temporary fluctuations the shares of companies so able to maintain their position."

Earnings statements and balance sheets of thirty principal tobacco companies are included in tabular form in the Barney review, which also presents comprehensive statistics on the growth and manufacture of tobacco.

THE DENTAL PLATE PIPE

The loosening of a dental plate by pipe smoking has often caused gumboils, abscesses, and many other troubles to more or less tender mouths. An inveterate smoker who suffered in this way has spent a good deal of experiment and thought in evolving a pipe which would obviate these evils, and as a result of these investigations has finally patented what is called "The Dental Plate Pipe." Made of the best English briar, hand-carved in shapely, artistic fashion, the bowl is fluted with holes bored in each corrugation the full length of the bowl, securing extraordinary lightness in weight. The stem also is specially shaped for balance and comfort, and the vulcanite mouthpiece has a fish-tail end three-quarters of an inch in width, which can be held quite easily by from one to three teeth of the upper or lower set. The result is a particularly light, cool-smoking, good-looking pipe which can be easily gripped by those wearing false teeth and is of particular comfort to every smoker.—(*Cigar and Tobacco World*, London.)

REVIEW OF SOUTHERN TOBACCO MARKETS

THE International Planters Corporation, of Danville, Va., has just issued the following review of the Southern tobacco markets:

Louisville Hogshead Market

Small offerings of odds and ends are being sold and taken by buyers who are more or less indifferent, so nothing of consequence is gained by way of market conditions or market prices from the hogshead sales.

Burley

The Burley and all other sections of Kentucky and Tennessee have suffered through the entire month of June by unusual rainfall both as to quantity and frequency. There were few days in the month when there were not at least showers and the maximum damage was done by a rain on the night of June 29th which approached a cloudburst, particularly in the Central Burley Belt. Approximately one million pounds of tobacco in hogshead was destroyed in Lexington by flooded storage houses. Crop damage is variously estimated and it is difficult to measure. Plants in low lands were flooded and cannot be redeemed. A great deal of soil was washed away and unquestionably the potential crop has been reduced many million pounds by water and lack of cultivation; however, plants are growing but work in the fields is badly needed and unless there is working weather in the near future, which is still being interrupted by rain, the outlook for a good crop will be discouraging.

There has been no conspicuous activity in redried stocks during the month, but we would estimate that probably a thousand hogsheads have been sold or contracted for. Holdings generally are good to common tips, medium to common red leaf, medium common to common smokers and greenish to nondescript low grades.

Green River

With the smallest crop in 1927 that has been produced in this section in over thirty years preparations were made for an increase and early plants and planting indicated a possible production of 20 to 25 millon pounds. Much of the flat country in this section has been flooded and reliable estimates place the damage to the growing crop at about 10%. A normal crop of former years yielding 30 to 40 million pounds is not needed by the trade and a new normal production in keeping with the requirements must be found. We would estimate that the growing crop will be adequate for the demand.

Old stocks of Green River in the hands of dealers are estimated at about 1500 hogsheads, possibly one-third trashes and the balance lugs and medium to common grades of leaf. The Association has on hand about 7900 hogsheads of 1922, 1923 and 1924 crops consisting of medium grades of leaf and lugs, largely of the 1923 crop. Trading in old tobacco is very quiet.

One Sucker

Excessive rains and lack of cultivation are being felt in this section also, and there will be a curtailment of the potential yield, the seriousness of which can only be measured by the demand for one sucker tobacco. Requirements have fallen off year after year until it is difficult to estimate just what would constitute a crop in keeping with normal demands.

Stocks of old tobacco are small and at more or less a standstill.

Clarksville-Springfield-Hopkinsville District

The nearest estimate to the actual yield of 1927 crop in this section is about 55 million pounds net

(*Continued on Page 16*)

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA
CIGAR

SCIENCE TAKES SNIFFLE OUT OF SNEEZING SNUFF

SCIENCE, which gave the long suffering citizenry the squeakless shoe and store teeth that look like the real article and several other things, has just registered another big huzzah for itself.

It has taken the sniffling out of snuff. A can of snuff which has more sniffles than a camp full of hay fever addicts, is all right when it is confined and in its proper place, but 15,000 inhabitants of a North Carolina town complained because a snuff factory wasn't segregating the snuff that produced the tantalizing sniffle.

This snuff was roaming all over the town and everybody was sneezing. It got so bad the folk threatened action, when science stepped in.

It found that in grinding the tobacco root and leaf, the dust was allowed to escape settling over the country for miles around.

And science soon put an end to this. It installed a series of ventilating fans which blew the dust into special chambers and the sneeze was removed by a process of electrical precipitation.

Now there isn't a sniffle in the town. The good old stuff that was getting a bad rep, staged a comeback. For a good sneeze you can't beat a snatch of snuff. Science has taken the sniffling out of snuff in the North Carolina town and left the sniffling in the snuff—sniffles for those that like it.

The snuff triumph is similar to that achieved when science began to take the gold out the fumes going up the chimney at the Wall Street mint. Electric blowers were utilized with the aid of electrical precipitation.

It was a similar experience to that in the Sacramento valley where the smelting plant of the Ballakalala Copper Company is located. The fumes in the form of sulphide of copper swept over the valley killing vegetation and ruining fruit crops.

The plant was forced to close. Science enabled it to open again free from the noxious fumes through the use of mechanically controlled air conditions.

What will science be doing next?

REVIEW OF TOBACCO MARKETS

(*Continued from Page 15*)

compared to early estimates much higher and over 100 million pounds average for the five preceding years.

Rain damage, floods and lack of cultivation are working against the 1928 crop producing a normal yield. Furthermore in this section where body and firm leaf are important factors the abnormal manner of growth and disease are making the outlook more discouraging. Therefore, to date the prospects point to the possibility of a more or less unsatisfactory, if not common crop. In another month a more reliable appraisal of the situation can be made.

With stocks of old tobacco low holders are confident of the value of what they own and the price tendency is firm with the probability of higher prices later on. There have been some sales of the 1927 crop and scattering lots of old tobacco and trading may be expected to become more active after fermentation and sampling of the 1927 crop about September 1st.

Western District

The general situation as to 1928 crop possibilities is practically the same in this section as in the Clarksville-Springfield-Hopkinsville District.

Trading has been limited to small lots of common to medium leaf and lugs. Stocks are small with a pronounced scarcity of leaf with good quality.

Bright Virginia

Favorable weather conditions having prevailed the growing crop in the Georgia Belt made good progress during June, and it is now believed that a crop of average quality will be produced in this section. The leaves have not developed the usual size and although expected to cure well, a smaller yield per acre is indicated, which will offset to some extent the increased acreage planted in Georgia.

Due to excessive rains and the generally unfavorable weather conditions which prevailed earlier in the season, the crop in the South Carolina Belt has developed poorly. The crops on thinner soils which ordinarily produce the most desirable types in this section, have suffered most and will yield poorly both in respect to quality and pounds. A fair measure of good serviceable tobacco will be produced in the more favored sections, but considering the South Carolina Belt as a whole, a low quality crop is in prospect with the poundage appreciably less than last year.

The prospects for Eastern Carolina are fairly favorable at this time, although considerable irregularity exists. Crops on thin sandy soils have not developed well as a result of heavy rains early in the season which caused seepage of fertilizer. It is now believed that smaller yields per acre will fully offset the increased acreage that was planted in the Eastern Belt.

Growing conditions have been fair in the Old Belt and the crop is progressing satisfactorily in most sections. Some irregularity obtains but with favorable seasons from now on a formal crop of average quality may be produced.

Considering the entire Bright Belt as a whole it seems reasonable to expect a smaller crop than last year, and it is likely that the proportion of common grades will be larger. Market opening dates have been set as follows:

Georgia	August 1st
South Carolina	August 7th
Eastern Carolina	August 28th
Old Belt	September 25th

Trade in redried stocks has been only moderately active during the past month.

Dark Virginia

The new crop in this section has made slow progress to date. Unfavorable seasons necessitated considerable replanting in some sections and it now seems likely that a smaller crop than last year is in prospect. The markets in the Dark Belt are scheduled to open November 6th.

Maryland

Receipts on the Baltimore Market to June 28th were 8,500 hogsheads compared to 11,000 hogsheads received at the same time last year. Sales to the same date were about 6,500 hogsheads. The market is active with domestic manufacturers buying and although some tobacco is being bought for export the French Government is not buying at the moment and export grades are showing less than usual activity. In the absence of the French buyers there is an accumulation of about 1500 hogsheads, principally French and semi-cigarette grades. Prices have declined some except for the finest types of thin, red cigarette tobacco.

Ohio

To June 28th 500 hogsheads had been received compared to 250 hogsheads received at the same time last year. There have been some sales and the general market for Ohio is expected to begin in the next few days.

TOBACCO TAXES FORM LARGE PART OF GOVERNMENT RECEIPTS

AN analysis of income and miscellaneous Federal tax returns for the fiscal year ended June 30, made public today by the Internal Revenue Bureau, showed that New York, as usual, leads all other States, with a total collection of $753,268,608, as compared to that of all of the United States of $2,790,906,885.

New York State headed the income tax collection with $646,523,122, while North Carolina was far out in front on miscellaneous taxes with $204,963,857, exceeding that of New York by $98,218,000. The large miscellaneous collection from the tobacco taxes, North Carolina being the leading manufacturer of this commodity.

Ranking of leading States on total collections follows:

New York—	
First District	$68,237,879
Second District	390,523,623
Third District	200,108,104
Fourteenth District	41,913,830
Twenty-first District	14,926,784
Twenty-eighth District	37,558,385
Pennsylvania	246,742,797
North Carolina	225,316,160
Illinois	222,029,673
Michigan	173,978,590

Leading income tax States were:

New York—	
First District	$43,262,481
Second District	348,341,043
Third District	166,410,306
Fourteenth District	38,998,329
Twenty-first District	13,749,418
Twenty-eighth District	35,761,542
Pennsylvania	216,936,346
Illinois	201,151,460
Michigan	128,483,671
California	114,189,324

Ranking of the States in Miscellaneous Tax Collections

North Carolina	$204,963,857
New York	106,745,585
Virginia	61,803,077
Michigan	45,494,918
Pensylvania	29,806,450

It is noteworthy that tobacco taxes figure in the large collection of miscellaneous internal revenue in every leading State excepting Michigan. The collection there is attributable to the automobile tax, which of course, will be wiped out in the new fiscal year as the result of the repeal of this excise item.

Tobacco taxes now are producing virtually as much revenue as did the liquor tax the last year before saloons were abolished by the Eighteenth Amendment and the Volstead Act. It is one of the only sources of permanent revenue to the Government which showed an increase in the 1928 fiscal year, and, owing to the tremendous boost in the consumption of cigarettes, probably will continue to go higher in years to come.

The summary of internal revenue receipts showed that the 1928 fiscal year collection was $74,776,255 lower than that of 1927. Income tax collections of $2,174,496,477 were $45,455,965 lower, and miscellaneous collections of $616,410,407, were $29,320,278 lower.

There were decreases in most of the States, that on income tax collections from New York for the 1928 fiscal year showing a drop of approximately $2,776,000. Comparative figures were not given on other collections.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

HAVING LOCATED IN DALLAS, TEXAS, WOULD LIKE TO hear from Cigar Factories making Class C and up, requiring representation in this live State with its many growing cities. Must be exceptionally high class merchandise, because the "Big Boys" are certainly after the business down here too, and goods must be attractive propositions to even get a hearing with the better class jobbers.

Would also like Specialties suitable for carrying with cigars as side line. What have you? Address John H. Baker, 3400 Cole Avenue, Dallas, Texas.

CIGAR JOBBERS WANTED IN NEW JERSEY AND WEST VIRGINIA on five-cent and ten-cent and up quality brands. Cigar manufacturers since 1892. For information write Box No. 520, care of "The Tobacco World."

POSITION WANTED

STRIPPER FOREMAN DESIRES POSITION. Experienced in Handling all Grades of Tobacco. Can handle large productions. Familiar with stripping machines. Willing to go out of town. Address Box 522, "The Tobacco World."

FOR SALE

1918-19-20-22 SOUTHERN WISCONSIN GROWN SPANISH Leaf Tobacco—188 cases, approximately 300 pounds each. For sale by L. G. Anderson, 2127 Iowa Street, Chicago, Ill.

The Tobacco World

Established 1881

VOLUME 48 JULY 15, 1928 No. 14

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
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Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
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Duplicate Certificate,		2.00

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REGISTRATION

HIGHWAY JOY:—45,262. For all tobacco products. July 6, 1928. Poplin Cigar Co., Kinston, N. C.

FEDERAL OPENS NEW FACTORY

THE new factory of the Federal Cigar Company, one of the largest companies in York County, was formally opened on July 9th in Red Lion with an operating force of seventy-five cigar makers. The factory just opened is the one formerly known as the Kaltreider factory on Church Avenue, and is in charge of Frank Lyons, who was transferred from their Wrightsville factory.

The memebrs of the firm are Dr. J. M. Tyson, D. A. Horn, H. W. McGuigan, Charles H. Horn and L. E. Grove. The main office of the company is located on First Avenue, in Red Lion.

The Federal Cigar Company now operates three factories in Red Lion, one factory in Wrightsville, and one factory in Franklintown. The small factory operated in Bridgeville was discontinued with the opening of the new factory in Red Lion and the employees transferred to the new factory.

AN ANALYSIS OF 1927 UNEMPLOYMENT

According to Dorrance, Sullivan & Company, Incorporated, advertising agents, New York City, it has been asserted in certain quarters that unemployment in 1927 was as severe as during the deflation period of 1921, but the National Industrial Conference Board cites figures to prove that this assertion is very decidedly incorrect. Their comparison of the two-year period of 1926 to 1927 and 1920 to 1921 shows that manufacturing employment declined 9.2 per cent. from the high point of March, 1926, to the low point of November, 1927, while employment declined 39 per cent. from the peak of June, 1920, to the low of July, 1921. Wage earnings during the 1926 to 1927 period remained quite steady but decreased 10 per cent. in the deflation period of 1920 to 1921.

Hourly earnings per worker employed increased 1.3 per cent. from March, 1926, to November, 1927, despite the decline in employment, but hourly earnings per worker from June, 1920, to July, 1921, decreased 16.5 per cent. Average weekly earnings per worker declined only 2.7 per cent. from March, 1926, to November, 1927, as against 24.6 per cent. in the earlier period.

LOCKED HORNS

THIS argument against destructive competition in business is made by Dr. Stephen I. Miller, executive manager of the National Association of Credit Men in the current issue of the Credit Monthly under the title "Locked Horns":

"A native from Montana called at my office a few days ago and casually related a story which will remain in my memory for many years. The story is simple and primitive, silent and dramatic, grim and inevitable. About one hundred miles from the Big Horn River may be found the 'locked horns' of two elk that challenged each other a generation ago, and began a fight which ended in no decision. Down on the flats by the river may still be seen the bones of the combatants that were forced to starve to death because they could not break the deadly grip of their majestic antlers. This is all there is of the story.

"Two railroads bid for the traffic of the same territory, cut rates, give rebates and pass into bankruptcy; two banks compete for deposits, establish a high interest for long time accounts, and are closed by the bank examiners; two wholesalers discover that their margin of profit is narrow, reduce prices, increase volume, and are liquidated; two credit managers eager for volume, do not carefully analyze their credit risks and increase bad debt losses.

"Like the elk, they have locked horns and lain down to starve to death.

"Ignorance is the cause of many a battle. The business man who does not know his costs of doing business is likely to be ignorant in price determination; the banker who does not know the cost of carrying an account is generally the one to establish an interest rate which is unfair to the bank; the wholesaler who does not carefully analyze his market, his accounts and his stock, belongs to the dark ages in business; the credit manager who cannot interpret a financial statement and does not possess an interchange report largely depends upon horseshoes, wishbones and a rabbit's foot. The elk started to fight without thinking. In many respects some business men are like elk.

"Some start trouble because they don't know any better; some fight reluctantly; others want to remove a competitor. We are not so far removed from the law of the range; "two-gun men" are not confined to the cattle country. It is easy to starve to death in lean years. The field of business is strewn with the carcasses of dead business enterprises. They 'lock horns.' So did the elk."

TAMPA OUTPUT AHEAD OF 1927

According to figures given out by the Internal Revenue Department, cigars manufactured in Tampa during the fiscal year July 1, 1927 to June 30, 1928, exceeded those manufactured during the previous fiscal year by more than 20,000,000. The figures for the fiscal year just closed are 483,842,136 as compared with 463,340,781 for the previous year.

June production totaled 43,796,340 cigars, of which 12,307,610 were Class A; 907,300 were Class B; 21,807,330 were Class C; 8,600,800 were Class D, and 171,600 were Class E.

SIR GEORGE WILLS DEAD

Sir George Alfred Wills, one of the wealthiest men in England, and president of the Imperial Tobacco Company (of Great Britain and Ireland) died in London, Eng., on July 11th. He was seventy-four years old. His father was one of the founders of the well-known English tobacco firm of W. D. & H. O. Wills.

BUYERS' GUIDE

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PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
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Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

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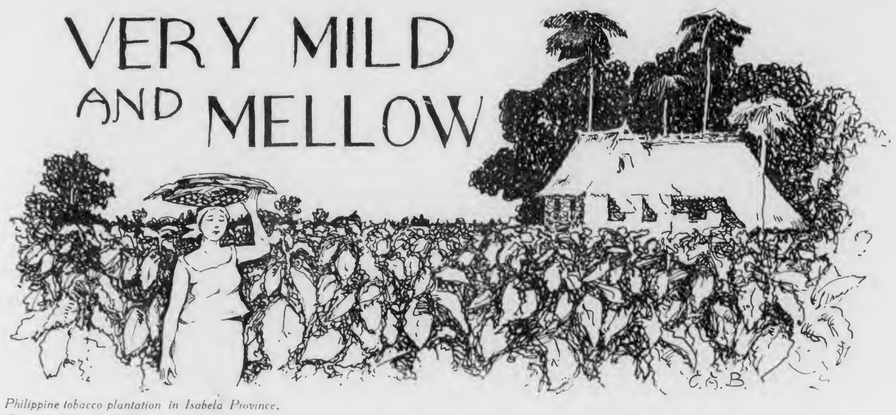
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

VERY MILD AND MELLOW



Philippine tobacco plantation in Isabela Province, Cagayan Valley, where the overflow of the river restores the soil and tobacco grows luxuriantly.

FINE TOBACCO

Naturally Mild and Sweet - and Grown and Ripened Under a Tropical Sun, are the Reasons Why

THOSE MANILA CIGARS SATISFY SMOKERS

Manila is making the best cigar in the world for a nickel Spanish hand-work, Perfecto shapes, long-filler, light colors attract the eye and intrigue the taste. Better grades in Class B, C and D are also making friends wherever a very mild cigar is in demand.

Do you want a substantial business at a good profit? Do you want a line that will bring smokers to your store and hold them steady customers?

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PUT IT TO WORK AND WATCH IT GROW!

Booklet, information on application to

THE MANILA AD AGENCY

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VOLUME 48 No. 15

THE TOBACCO WORLD

What is the Reason for the Constantly Increasing Use of

PORTO RICAN TOBACCO

Porto Rican Tobacco is naturally a fine, smooth free-burning leaf. The soil of the island is rich in magnesia and free from chlorides—ideal for growing fine tobacco.

And its quality is *constantly being improved* by advice and supervision from the Departments of Agriculture of both the Porto Rican and the U. S. Governments. Scientific methods of seed selection, planting, growing, harvesting and curing are followed. Results have been far-reaching.

Porto Rican is a MILD leaf, with none of the harsh flavor of certain tobaccos. Consequently more and more smokers are asking for brands made of Porto Rican for they find they can smoke them ALL DAY with enjoyment. This trend of public taste is well known and is being catered to by all alert manufacturers.

The use of Porto Rican means that you can offer your patrons a BETTER CIGAR at a LOWER PRICE.

The 1928 Crop is *Short*
And the Quality *High*

Come to the Island NOW and make your own selections.

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1457 Broadway M. T. SALDANA, General Manager New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

PACKED IN WOOD --BOUND TO BE GOOD

There's no use buying costly crops of tobacco - no use taking extreme care in making your cigars -- no use having a superior blend -- unless you protect the quality right up to the time the consumer buys your smokes.

The surest, easiest and most sensible way to keep your product in prime condition, and protect the quality and blend, is to *pack your cigars in WOODEN BOXES.*

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

Volume 48 — Number 15

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, AUGUST 1, 1928 — Foreign $3.50

REYNOLDS COMPANY DOES NOT CONTEMPLATE INCREASE IN PRICE OF CIGARETTES

BOWMAN GRAY, president of R. J. Reynolds Tobacco Company, Winston-Salem, N. C., stated last week that he knew nothing whatever of any plan to increase cigarette prices as rumored in a dispatch from New York which appeared in newspapers last week.

The Reynolds Company was the first of the cigarette manufacturers to adjust prices to the present level, and it was understood at the time the adjustment was made that the company had for some time been re-equipping its plant, building up efficiency and reducing operating costs and expenditures generally with a view to such reduction.

Mr. Gray further stated that his company had no intention of increasing the price of cigarettes and that he knew of no reason for considering any such move.

The New York dispatch referred to said that Wall Street heard last Tuesday that the reduction in the wholesale price of cigarettes which was put in effect late last April, shortly would be rescinded. Officials of leading cigarette manufacturing companies, the article continued, expressed no surprise at the report but would state only that they "could say nothing about it."

SWISHER OFFICES NOW LOCATED AT JACKSONVILLE, FLA.

Effective July 25th, the main offices of John H. Swisher and Sons, which have been located in Newark, Ohio, for more than a half a century, will be moved to Jacksonville, Fla., where the main manufacturing plant of the company is now located, and all correspondence after that date should be addressed to the new location.

The large Swisher factory there is working day and night producing "King Edward" five-cent cigars, and the management extends a cordial invitation to anyone to visit their factory when in that vicinity.

Henry Voice, of the Consolidated Lithographing Company, New York City, was a visitor here last week, going the rounds of the trade and gathering in the orders for his firm, which make the wheels go 'round.

Sol Korn was in Philadelphia last week and succeeded in placing his brand with a prominent jobber here for distribution.

OHIO TOBACCO JOBBERS ORGANIZE

AT a meeting of the Ohio tobacco jobbers, held on July 7th at Columbus, Ohio, plans were completed for the organization of The Tobacco Jobbers' Association.

Officers of the association are: Alex. Schwartz, of Cincinnati, president; R. J. Hooffstetter, of Columbus, vice-president; Frank Stanton, of Portsmouth, secretary-treasurer, and E. D. Stickel, of Cincinnati, executive secretary.

The board of directors consists of the officers and George Canalos, of Lorain; Louis Kraven, of Canton; David Safier, of Cleveland, and C. F. Miller, of Lima. The executive committee includes Alex. Schwartz, George Canalos and Frank Stanton.

The purpose of the association is set forth in the constitution and by-laws as: "To promote the best interests of the cigarette and tobacco industry and the public."

There was a very large gathering of prominent jobbers from all over the State of Ohio at the meeting, which was conducted by Judge Robert S. Marx, of Cincinnati, who is counsel for the association.

All jobbers in the State of Ohio and nearby States are invited to join the association and inquiries should be addressed to E. D. Stickel, Executive Secretary, 618 Walnut Street, Cincinnati, Ohio.

BOY SCOUTS REFUSE TO ENTER CAMPAIGN AGAINST SMOKING BY WOMEN

Following the announcement a short time ago that the Executive Committee of the Boy Scout Council, of Cleveland, Ohio, had adopted a resolution admonishing each Scout to use his influence to stop cigarette smoking by women, James E. West, chief Scout executive, of New York City, has written a letter to the president of the Cleveland Council, inviting his attention to the fact that "it is not within the province of a local council to take action in a matter of this character, involving as it does misunderstanding of the real aims and purposes of the Boy Scout movement."

Mr. West further states: "To us here it is most unfortunate, and indeed absurd, that a suggestion should be made by any representative of the Boy Scout movement that Boy Scouts would approach women smoking in public and ask them to give up the habit.

"It is not within the province of the local, or even the national council, to undertake to pass resolutions or legislate on any of the many problems before the American people. We are obligated by our constitution to avoid participation in controversial and political questions."

EDITORIAL COMMENT

OUR contemporary, "Tobacco," while it does not print its editorials after the style of Mr. Brisbane, is more and more frequently saying something of importance.

A recent editorial in that publication entitled, "Getting Down to Business," strikes a responsive chord with us.

It deals with the difficulty of meeting face to face the "Yes or No" men in many of the organizations in the tobacco industry. It criticizes the system in many organizations which compels a man desiring to interview a responsible executive, to have the importance of his call passed upon by glorified office boys and stenographers sanctified with the title of "secretary."

The criticism is neither unfair nor unjust. We back it up one hundred per cent. with personal experience. We have worn out many dollars worth of shoe leather which was very expensive to us at the time, from Bowling Green to Columbus Circle, trying to gather news items and solicit advertising in Maiden Lane and Water Street, along Broadway and Fifth Avenue, and the Lord only knows how many cross-town streets we covered as well. And when we say we walked—we WALKED—! And the sum total might be about three interviews with the people we wanted to see.

If the salesmen for many of the executives we tried to see, received the same treatment accorded us, they would have been out of business in six months.

Personally, we admit our small importance, but we have a few dollars to spend, and occasionally some important information to divulge. We want to see everybody with whom we could spend our money to advantage. It might save us money, and besides the other fellow has his living to make, too.

Then again we might have a bit of information that would be valuable to the man who wants to see us. And the bootblack or newsboy might have valuable news for us. If we are in the office anyone who feels that they must see us personally can do so. We threw our "high hat" out the office window, when we entered it. We had already learned that money was made from seeing people, not by keeping them out.

We can never forget the person in the industry who after six months of effort was still in "conference." We had been advised by a close friend that he was the only man who could give the "Yes or No." In despair we wrote the friend rather bluntly our opinion. On our next call we saw the person, and after a lot of unnecessary blackguarding and profanity, he very frankly stated that he "would not see Jesus Christ when he was in conference." Despite the fact that he has travelled far and now occupies an important throne, the probabilities are that he won't see Him even in the hereafter. Not as a matter of revenge, but simply because the man is neither worthy nor deserving we have no desire to see him again. Life is too short to waste time with such unpleasant people, when there are so many pleasant, happy persons with whom time can be spent more profitably.

Any executive of ordinary, average intelligence can tell in a few moments whether his visitor has an important message or not. If he is so hopelessly befuddled that he has to rely on the opinion of his office boy or stenographer to make his decisions, he isn't an executive.

And we repeat that if the salesmen for some of the businesses of the various branches of the tobacco industry had the same difficulties in seeing their prospective customers, that the trade press representatives have, they would be employing new salesmen every month or two, and would be out of business in a year. One-way rules are poor business policy.

To view the more pleasant side, Tampa, Florida, probably contains more approachable members of the industry than any other city. The number of "sacred cows" whose information desks must be approached with bared head and in a spirit of humility, are growing fewer.

Probably the most approachable man in New York City, was the late Percival Hill. He would either see you immediately, or immediately make an appointment for a later hour, if engaged. It only required a moment for him to decide whether your call was important or not. There were no hours of parking on a bench to waste your time. He was a thorough business man with a respect for the other man's time, too.

In Philadelphia the firm of Otto Eisenlohr & Brothers must stand pre-eminent. There was no cooling of the heels to see Otto Eisenlohr. He either saw you immediately or made a definite appointment for another time. Charles J. Eisenlohr observed the same courtesy, and when the late Ben Lichty assumed the management the same unfailing consideration was shown.

Another outstanding figure in the industry is Sam Gilbert. In the midst of personal visits, we have been immediately admitted to his office. He has listened attentively, and usually given us more time than our visit entitled us to.

It isn't that the trade press man is so important, but it is important that a certain amount of courtesy be extended to any man who has something to tell or something to sell.

There are many other executives in less important positions who have been equally courteous. We have simply touched upon three men in high positions who have made life worth while for us and who by comparison definitely established the ranking of their competitors in the eyes of a trade press representative.

It isn't so much not seeing a man as it is to let him park for an hour or two and then slip out the back door and send word by the office boy that you have gone to lunch.

Our rule is to see a man as soon as he calls, if possible, or if not to set a definite time when you can see him, AND KEEP THE APPOINTMENT. One of the important factors in an expense account is waiting around for two or three days trying to get to the sanctum of an important executive.

T. S. A. STILL NEEDS FUNDS FOR DEFICIT

THE TOBACCO SALESMEN'S ASSOCIATION OF AMERICA, which sponsored the Fathers' Day movement recently, announces that their appeal for additional contributions to help defray the deficit which was incurred on account of having a considerable quantity of window posters and other advertising matter prepared for the drive for that occasion on hand, has met with a generous response from several prominent cigar manufacturers, but that additional funds are still necessary in order to entirely wipe this deficit off the books.

If you feel that you profited from the publicity of the Tobacco Salesmen's Association on that day, Mr. Freeman would be mighty pleased to receive your check for whatever amount you feel you can contribute. Checks should be made payable to E. M. Freeman, Director, Father's Day Committee, and mailed to 73 Warren Street, New York City.

REYNOLDS' PROFITS INCREASE

In spite of predictions that the recent cut in the wholesale price of cigarettes, the R. J. Reynolds Tobacco Company, Winston-Salem, N. C., announce that the month of June, 1928, not only showed a gratifying increase in profits for the company but was also the largest June from the standpoint of profits in the history of the company.

A statement issued to the stockholders of the company reads as follows:

"Since this company initiated an adjustment of cigarette prices by reducing 'Camels' from $6.40 to $6.00 per thousand in April of this year, many stockholders have expressed an interest in the possible effect upon the company's earnings and have asked for some information as to current earnings.

"Out of the deference to this situation we make all stockholders the following statement:

"The net profits of the company for the month of June, 1928, on which figures have just been completed, were well above net profits for June, 1927, and, in fact, exceeded the net profits in any other June in the history of the company. Likewise, naturally, the net profits for the first six months of the year 1928 were in excess of those for the same period of the company's history."

HULL-DRUMMOND REORGANIZED

A charter of incorporation has recently been issued to Hull-Drummond, Incorporated, of Buffalo, N. Y., and the new company is to succeed the company of the same name, formerly of Binghamton, N. Y.

Sol C. Korn, former sales manager of the Martinez-Havana Company, is president of the newly-organized firm, with Albert L. Haas, vice-president, and David Ellis, secretary-treasurer.

Offices of the Hull-Drummond, Incorporated, will be at 126 Seneca Street, Buffalo, N. Y.

Mr. Korn will have charge of the sales organization of the company, and they will manufacture the "Franklin" cigar in five-cent and two-for-fifteen-cent sizes.

SCHULCO COMPANY PROFITS

Schulco Company, Incorporated, reports profits for the period January 1st to June 30, 1928, of $250,110. After adding interest received and deducting interest on 6 per cent. mortgage bonds, net income for the period amounted to $14,571.

JEFFERSON SUCEEDS GARY AS LORILLARD LEAF BUYER

HARLEY W. JEFFERSON, who has been manager of the cigar leaf department of the P. Lorillard Company for the past four years, and who has also assisted in the manufacturing end of the company's business, has been made general leaf buyer for the company following the resignation of Vice-President George Gary, which took effect July 1st.

Mr. Jefferson has had wide experience in the leaf tobacco industry, and at one time operated his own establishment under the firm name of the Jefferson Leaf Tobacco Company, in Wisconsin.

R. R. Patterson, former manager of the leaf tobacco department of the Tobacco Growers' Co-operative Association in the South, has been appointed buyer of bright tobacco in Virginia and North Carolina, for the Lorillard Company, with headquarters in Richmond, Va., and will operate under the direction of Mr. Jefferson.

VENDING MACHINE NOW IN LIGGETT DRUG STORES

A vending machine similar to the one recently installed in the United Cigar Stores in New York City has been installed in the store of the Liggett Drug Company at Forty-second Street and Madison Avenue, New York City, and is exciting the same amount of interest there that it did in the United Stores.

It has not been definitely decided whether these vending machines will be installed in other Liggett stores or not, but if it proves the success that is anticipated for it, it is probable that it will.

IMPERIAL TOBACCO COMPANY OF CANADA TO INCREASE CAPITAL STOCK

A special stockholders' meeting has been called by the Imperial Tobacco Company of Canada, Limited, for August 10th, to approve an increase in capital stock of 3,000,000 shares of $5 par value. Shares now outstanding number 7,558,160 out of 7,800,000 authorized.

It is understood present stockholders will be offered rights to subscribe to a portion of the new issue.

LIGGETT & MYERS ADVANCE PRICES

The Liggett & Myers Tobacco Company has announced an upward revision in prices on the special packings of four of their five leading brands.

"Chesterfield" and "Piedmont" cigarettes in packings of fifty have been advanced to $6.40 a thousand, which is the same price which prevailed before the reduction last April. The new price applies to the flat and vacuum tin packages.

"Fatima" cigarettes in the same packings as above are increased from $8 a thousand to $8.40.

"Granger Rough Cut" smoking tobacco in the one-half-pound and one-pound packings has been increased fifty cents each per dozen, to $5 and $9, respectively.

LORILLARD PRODUCTION INCREASES

According to reports in financial circles the special strength shown by P. Lorillard stock last week was said to have been on buying based on report that sales of "Old Gold" cigarettes in the first five months of the current year were greater than in all of 1927.

PHILADELPHIA.

BAYUK CIGARS, INCORPORATED, GETS INJUNCTION AGAINST BAYUK TOBACCO PRODUCTS, INCORPORATED

LAST WEEK an injunction was issued restraining the sale of stock of Bayuk Tobacco Products, Incorporated, in New York State, against two brokerage concerns and the president of the corporation.

H. J. Donnelly, manager of the investor section of the Philadelphia Bureau of Better Business, revealed that numerous blocks of the stock had already been sold to South Jersey and Philadelphia buyers, and many of these sales had been traced to the Camden office of a New York brokerage firm. Bayuk Tobacco Products, Incorporated, had offered 100,000 shares of stock to the public through two brokers.

The injunction was issued on complaint of the New York State Bureau of Securities, headed by Attorney-General Ottinger.

Bayuk Cigars, Incorporated, manufacturers of "Philadelphia Hand Made," "Mapacuba," "Havana Ribbon," "Charles Thomson" and "Prince Hamlet," has filed a bill of equity against Bayuk Tobacco Products, Incorporated, which has offices at Germantown Avenue and Marshall Street, and which is in no way connected with Bayuk Cigars, Incorporated.

According to Attorney-General Ottinger, Bayuk Tobacco Products, Incorporated, has no market value nor has it any prospects of value. He further alleges that prospective buyers were led to believe by the sellers that Bayuk Tobacco Products, Inc. stock was affiliated with Bayuk Cigars, Incorporated.

According to H. J. Donnelly, of the Philadelphia Better Business Bureau, Bayuk Tobacco Products, Incorporated, was chartered in Delaware on June 7th and immediately placed the 100,000 shares of stock on the market.

In the literature issued by the new tobacco firm and the brokerage firms, Bayuk Tobacco Products, Incorporated, is stated to have bought out the factory and equipment of the former J. F. Parker Company of Philadelphia. This was true and Parker is now vice-president of the new firm. However, Mr. Donnelly states: "The equipment is practically nil. The firm has a small room on the third floor of a building over a laundry. The machinery consists of about three tables for making cigars by hand. And they are trying to collect $1,000,000 on stock for that outfit."

Mr. Donnelly said he would ask the New York Supreme Court to include a third sales company of New York in the injunction.

PHILADELPHIA TOBACCO CLUB FORMED

A MEETING was called of the Philadelphia tobacco jobbers at the Elks' Home on North Broad Street, on July 19th, at which time the Philadelphia Tobacco Club was formed.

The meeting was well attended, practically all the leading jobbers of this city being represented. W. H. Metcalf, executive secretary of the Philadelphia Automobile Trade Association, was present and spoke to the tobacco jobbers on the many advantages to be obtained through co-operation in trade associations.

Due to the warm weather and the many jobbers absent on account of vacations, it was decided that no meeting would be held during the month of August, but they will be called together again in September, at which time officers will be elected and other details of the organization acted upon.

J. R. YOUNG MOVES OFFICE

John R. Young, leaf tobacco dealer of North Third Street, has moved his office from 153 North Third Street to 121 North Third Street. Mr. Young now occupies an office in the same building with Sam Weinberg, leaf tobacco dealer.

A. Joseph Newman, salesmanager for Bayuk Cigars, Incorporated, is visiting jobbers in the Middle West in the interest of his company's brands.

Yahn & McDonnell are featuring the "Camelia," a G. B. D. pipe, in their club and hotel retail stands. The new pipe retails at one dollar.

A. C. Davis, of the Neudecker Tobacco Company, distributor of "La Palina" cigars, was a visitor at factory headquarters, Third and Spruce Streets, last week.

William Paley, of the Congress Cigar Company, was noticed among the fight fans last week who witnessed the Tunney-Heeney championship bout at New York.

"I do not know how many of these shares have been sold," he continued, "but I have received numerous complaints from buyers of the stock. On investigating I found that it was coming from the Camden, N. J., office of a New York brokerage firm. I sent a man there and he bought a few shares of the stock."

A Perfect Scrap Bunch Machine

Improved!

by the Addition of Two Important and Efficient Stock and Cost-Saving Features

The **MODEL L UNIVERSAL**

Scrap Bunch Machine

Labor, Stock and Money-Saving Features

A—The Binder Suction Table assures smoother and more perfectly-rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of friction clutch and emergency stop makes the machine run more smoothly and permits the instantaneous stopping of the machine at any point. It also reduces the upkeep cost.

C—Handles straight or shaped work equally well.

D—Makes right or left-hand bunches without changing machine.

E—Adapted for use in conjunction with automatic rolling machines.

F—Uniform size, shape and weight of bunches assured.

G—A very substantial saving in labor and stock costs.

H—Handles large-size or mixed-cut scrap of unequal sizes, also shredded or threshed scrap.

I—Damp or dry tobacco handled with equally good results.

J—Low cost of upkeep; does not easily get out of order.

K—The easily adjustable weighing scale meets all requirements as to changes in sizes and weather conditions.

L—Automatically removes foreign substances from the tobacco such as thread, feathers, etc.

M—Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

THE Model L Scrap Bunch Machine is now being made with (or without) Binder Suction Table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

The Model L Machine which is hanging up records of 4,500 to 5,000 perfect scrap bunches a day, is now equipped with the latest type of friction clutch and emergency stop. This causes the machine to run more smoothly and permits stopping of the machine at any point in its operation. It also reduces the upkeep cost of the machine.

Whether yours is a large or small factory, if you make scrap cigars, you can not afford to be without the Model L Scrap Bunch Machine. It will help you meet competition by increasing your output and reducing your production costs.

Write for illustrated price folder and complete Model L information

The price of the Model L Universal Scrap Bunch Machine equipped with Folding Chair, Drive Equipment and ½ H. P. motor is

$850

Convenient Time Payment Terms

With Binder Suction Table . . . . $50. extra
With Individual, direct-connected, motor-driven suction Fan . . $75. extra

Prices F. O. B. Factory, Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

The Tobacco Industry

OUR annual survey of the tobacco industry containing recent data and statistics, together with comments on developments affecting the industry, is now ready for distribution.

Copy may be had upon request

CHAS. D. BARNEY & CO.

Members of the New York Stock Exchange
Members Philadelphia Stock Exchange

1428 Walnut Street **Philadelphia**
65 Broadway **New York**

UNION ANNOUNCES STOCK DISTRIBUTION PLAN

The Union Tobacco Company, 511 Fifth Avenue, New York City, has announced the plan under which retailers and jobbers may participate in the free stock distribution plan which was recently inaugurated in response to the appeal of the National Jobbers' Committee to the manufacturers for a living margin of profit for the retailer and jobber of tobacco products.

The Union Tobacco Company warrants which will be exchanged for stock in the company on the basis of the market price at the time of the exchange, and which are given the jobber of Union Tobacco Company products, are equivalent to an extra 3 per cent. discount to the jobber.

The retailer receives a warrant for common stock in each carton of "Melachrino," "Herbert Tareyton" and "Three Kings" cigarettes, which amounts to an additional profit to the retailer of from 10 per cent. to 20 per cent., depending on the market price of the stock.

TOBACCO PRODUCTS DIVIDEND

Directors of the Tobacco Products Corporation have declared a quarterly dividend of one dollar and seventy-five cents on the Class A stock of the company, payable August 15th to stockholders of record July 25th.

TOM GRAY A VISITOR

Tom Gray, of Infanzon & Rodriguez, New York City, was a visitor here last week going the rounds of the trade in the interest of "Imporico" and "Habanera." After completing his visit here Mr. Gray left en route for Baltimore and Washington.

AMERICAN TOBACCO DIVIDEND

Directors of the American Tobacco Company have declared regular quarterly dividends of $2 a share on the common stock and common B stock of $50 par value, payable September 1st to stockholders of record August 10th.

RITTER BOX FACTORY MOVES

On and after August 1st, the Ritter Cigar Box Company, formerly located at 3434 Chene Street, Detroit, Mich., will be located at 515 Leib Street, in the same city.

DAVE MORRIS ON RETURN TRIP

Dave Morris, who assists C. A. Bond as tobacco agent for the Philippine Government, with headquarters at 15 William Street, New York City, was last heard from at Seattle and is now on his way back to headquarters, stopping at the important Manila distribution points en route.

Dave reports that Manila cigars are showing a steady increase, especially in the South and onthe Pacific Coast, and the only drawback is that the smoker seems to think that the Manila cigar is a five center, whereas there are higher-priced cigars in the Manila class that are as fine as any made.

SALDANA TOO BUSY FOR HONEYMOON

M. T. Saldana, general manager of the Porto Rican Government Tobacco Guarantee Agency, with headquarters in New York City, who was married quietly to Miss Maria Ventura, of San Juan, P. R., a short time ago, has returned home from a trip to Washington, D. C., with his bride and announces that he will have to wait until selling time is over before taking a regular honeymoon trip.

A. T. COMPANY EARNINGS INCREASE

Commenting on business done by his company this year, George W. Hill, president of The American Tobacco Company, said net profits for the half year exceeded those of any similar period in the company's history. Sales exceeded $18,000,000. June profit, despite cigarette price reductions and extensive advertising expenditure, were larger than in June, 1927.

GRADIAZ, ANNIS & CO. TAKE OVER BRANDS OF VILLAR, ROSENBERG

Effective August 1st, Gradiaz, Annis & Company, of Tampa, Fla., will take over the brands of Villar, Rosenberg & Company. Gradiaz, Annis & Company have been manufacturing the brands of Villar, Rosenberg & Company ever since the organization of the company about a year ago.

EISENLOHR INCOME

Net income of Otto Eisenlohr & Brothers, Incorporated, for the second quarter of 1928, after income tax provisions, credited to surplus was $37,410, compared with $82,216 for the same period last year. Net income for the first six months of this year was $52,884, as compared with $136,803 for the same period a year ago.

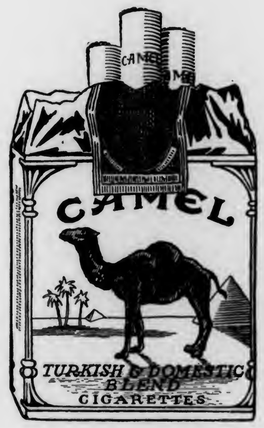
NO MORE LIGHTERS IN du PONT PLANT

The cigar and cigarette pocket lighter has been banned at the du Pont powder plant at Carneys Point, N. J., and no workman in the future will be permitted to carry one inside the gates but must leave them outside together with his matches and other articles classed as forbidden hazards.

SCHULTE OPENS NEW STORE

Last week another Schulte cigar store was opened in the Ritz-Carlton Hotel Building, corner of South Broad and Walnut Streets. The stand is directly opposite the Bellevue-Stratford Hotel and the magnificent new Philadelphia-Fidelity Trust Company Building.

If you smoke for pleasure

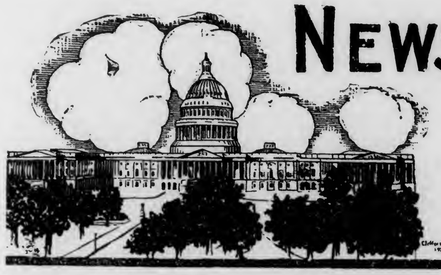


—and that's what made this cigarette famous—join the happy company of smokers who are getting complete enjoyment from smoking

Camels

Today, as for many years, Camels lead by billions and they keep right on growing

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

PLANS for the formation of a federation of national associations of distributors are being formulated here as a result of action taken by the American Wholesale Grocers' Association in Cincinnati during its recent convention. The idea back of the proposal is a desire to secure a research investigation of conditions in the distributive industries with a view to determining the extent to which they are affected by chain store competition and price cutters.

At the Cincinnati convention the chain stores were denominated the greatest menace that the service stores have to compete with and the charge was made that with the growth of the chains and the elimination of the wholesalers and jobbers would come an assault upon the manufacturers.

It was emphasized both in Cincinnati and now in Washington that the wholesalers are not waging a fight upon the chain stores as such, but that against their monopolistic tendencies there is great opposition. It was pointed out that anyone has the right to establish as many stores as he can, but when there come the amalgamation of chain systems, with the consequent restraint of trade, the elimination of the independent service stores and wholesalers, the situation changes.

Among the lines affected and to which representations probably will be made to join in the movement now being started are tobacco products, confectionery, groceries, shoes and drugs.

The Cincinnati convention expressed a desire to have the Federal Trade Commission undertake an investigation through its economic division to determine the extent to which there is restraint of trade with respect to certain chains. To this end approval was given to the bill introduced by Representative Stobbs, of Massachusetts, now pending before the House Committee on Interstate and Foreign Commerce, which would direct the Commission to undertake that sort of an investigation.

A fund has already been started by the wholesale grocers, more than $6000 having been contributed at the Cincinnati convention as a start, to permit the employment of an economist to make a survey independent of any work of the Government but supplementary thereto, so that in the event that the commission should make a Federal investigation under the anti-trust laws the needed assistance from business affected by the alleged restraint of trade could be given.

Baltimore Retail Credit Survey Not Yet Completed

Considerable work remains yet to be done by the Department of Commerce before its survey of the retail credit situation in Baltimore is completed, according to information obtained at the department. The survey was undertaken by the department some months ago, at the request of credit organizations, with Baltimore selected as an experimental point, the successful completion of a study of that market to be followed by a national survey.

The credit survey of which the department is now engaged upon is comprehensive in scope and is expected to develop a number of angles respecting the granting of crdit by retail merchants which business men generally have not gievn great consideration to. The necessity of such a study, it is said, has been made more pointed by the rapid growth in installment selling, regarding which business authorities are divided, some believing that installment selling has spread to such an extent as to become a potential danger to the whole industrial fabric while others take the view that it is a logical way of keeping the prosperity of the country at a high level. Just what the volume of installment sales is in the United States annually has never been determined, but it is generally conceded that this form of selling now comprises a substantial proportion of the entire retail trade.

Survey of Industrial Equipment to Be Made by Department of Commerce

A nation-wide survey of industrial equipment is to be undertaken by the domestic commerce division of the Department of Commerce, under the direction of H. C. Dunn, it has been announced. One of the main objectives of the study will be the determination of the amount of obsolete equipment and its importance as a factor in the inability of firms manufacturing similar products to compete on an equally profitable basis.

Replacement of machinery which in point of service may have many years of usefulness but which in point of satisfying the latest fancies of the consumer market is obsolete, is an important matter for the manufacturer and is largely responsible for the survey which is about to be made by the department, it was explained by Mr. Dunn. Obsolescence, he pointed out, merits a definite understanding, especially that it may not be confused with depreciation. The obsolescence of factory equipment is effected largely by style changes or by the new product of inventive genius, and not by wear and tear which are factors in depreciation.

Exports Show Decrease From Last Year

Exports of merchandise from the United States during the fiscal year ended June 30, last, had a total value of $4,877,815,000, a decline of nearly $100,000,000 from the total of $4,968,100,000 reported for the fiscal

(*Continued on Page 12*)

News from Congress

(*Continued from Page 10*)

year 1927, according to figures just made public by the Department of Commerce. With the exception of the fiscal year 1927, however, the 1928 exports were the greatest for any of the past five years.

Imports for the fiscal year totaled $4,147,883,000 in value, a drop of more than $100,000,000 from the 1927 total of $4,252,024,000, and were the lowest for any year since the fiscal year 1925. Due to the greater decline in imports, however, the balance of trade in favor of the United States showed a slight increase, being $729,932,000 for the fiscal year just ended, against $716,076,000 for the fiscal year 1927.

The drop in both exports and imports was confined largely to business during the last six months of the calendar year 1927. For the six months ended with June, this year, exports totaled $2,378,732,000, a slight incease over the $2,366,293,000 reported for the corresponding period last year, while imports totaled $2,086,316,000, a slight reduction from the $2,123,175,000 reported a year ago.

CIGAR AND TOBACCO MANUFACTURING COMPANIES PROSPEROUS IN 1927

IN a recently issued booklet on "The Tobacco Industry," Charles D. Barney and Company, state: "Continued prosperity featured the tobacco manufacturing industry in 1927. Although industrial activity as a whole showed some recession from the high levels established in the previous year, and corporate earnings taken collectively were less, the tobacco manufacturing industry registered new production peaks in one of its most important branches, maintained a fairly steady level in its other divisions, and showed further enhancement in earning capacity.

"The major tobacco manufacturing companies and the major cigar companies as a group alike participated in the prevailing prosperity. Continually expanding cigarette production, which in 1927 amounted to a new high total, was the principal factor in increasing the profits of the former, while an increasing proportion of a stationary production and improved operating conditions were responsible for the better showing of the cigar companies.

"The expansion in cigarette output is so persistent and so marked as to be almost phenomenal. Month after month the industry has continued to show new high records as compared with corresponding months of previous years. The growth factor, which is an inherent element in American industry, so far as the tobacco industry is concerned, has become concentrated in the cigarette. Cigar production is actually lower than it was ten years ago; chewing tobacco has declined notably; and smoking tobacco and snuff are about holding their own. Cigarette production in the same period has practically trebled. This rapid increase has brought pronounced prosperity to the cigarette manufacturer and while it has militated against the growth of the cigar industry, it has not prevented the large, well established, progressively managed cigar companies from enjoying in recent years a fair measure of prosperity for through the gradual elimination of the small producer they have been able to expand their output despite a halting or downward tendency for the industry as a whole.

"Agriculturally, the year 1927 was relatively a good one for the industry. Although the total production was lower, amounting to only 1,237,832,000 pounds as against 1,297,889,000 pounds in 1926, the average price per pound was 21.9 cents as compared with 18.2 cents, the value per acre was $168 as compared with $143 and the total farm value of the crop was $270,786,000 as compared with $236,952,000 in 1926. The aggregate farm value of all the principal types was higher than in the previous year, and the tobacco growers as a group fared comparatively well.

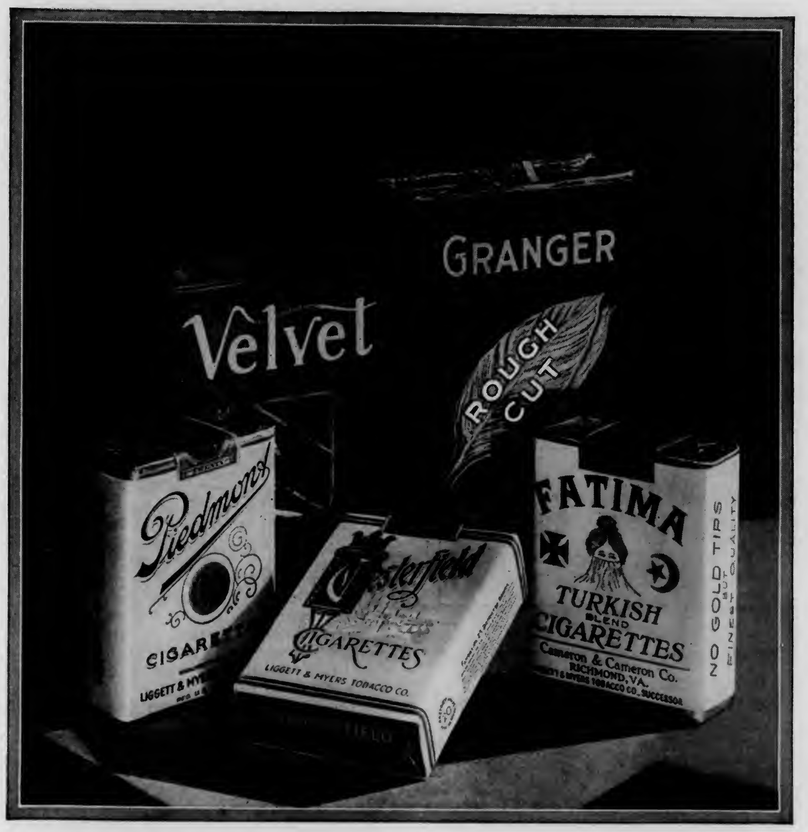
The Cigar Industry

"Cigar production in 1927 was slightly ahead of that of the preceding year, total production according to the preliminary figures amounting to 6,571,372,820, as compared with 6,498,641,233 in 1926. From the standpoint of production, the cigar industry is unable to do more than hold its own despite the improving quality of the cigar and the efforts of those engaged in the industry to promote a greater popularity for their product. From the standpoint of the large manufacturers, however, a condition of even stationary production is not unfavorable for so long as smokers continue to consume the same aggregate number of cigars, the larger, well-entrenched manufacturers, judged by the experience of the past few years, are going to continue to expand their business. The results of the past few years show that notwithstanding the fact that the cigar industry is showing no expansion, the large cigar manufacturers have been enjoying substantial prosperity as a result of increasing individual production, the utilization of cigar machines, and related improvements in manufacturing processes.

"In 1927 there was a continuation of the process of mechanization which we have pointed out in our previous surveys. The installation of cigar machines is going ahead rapidly and each year a greater percentage of the total output of cigars is a machine product. The advent of the machine has transformed the cigar industry from a hand labor basis to one where large scale production with its attendant efficiency and manufacturing economies has been made possible. Since the coming of the machine the large cigar companies have been closing down their small plants scattered throughout the country and are concentrating their operations in large up-to-date plants, modernly equipped in every respect, and run in accordance with the most up-to-date principles of industrial efficiency. As a result of the mechanization that has been taking place, the cigar industry is not only reaping the advantages of labor-saving devices, but is also enjoying attendant benefits of increased production, reduced overhead through the concentration of its operations in fewer plants, and improved manufacturing efficiency through the new mode of operation made possible by machine production.

"The percentage of the total output of cigars manufactured by machinery is not exactly determinable, but excluding the cigars retailing at three for ten cents and classified as Class 'A' (retailing for not more than five cents) it is estimated that about 50% of the remaining total production of cigars is machine made. A few of the manufacturers of popular brands of cigars, because of special circumstances, are using hand processes, but wherever competitive conditions are particularly severe the machine is being utilized. In the course of a few years the probabilities are that the

(*Continued on Page 14*)



Five products of outstanding merit—
Five products sold in every nook and corner of this country—
Five leading brands manufactured by *Liggett & Myers Tobacco Co.*

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ROCKY FORD
CIGARS

LONG FILLER
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A real five cent cigar is back in town . . . Quick sellers and sure repeaters . . . P. Lorillard Company, Inc., 119 West 40th St., New York.

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TOBACCO COMPANIES PROSPEROUS

(Continued from page 12)

great bulk of the cigars will be manufactured by machinery.

"Auxiliary equipment tending to make the mechanization of the industry more complete has been introduced by the same interests which developed the cigar machine. A new machine has recently been perfected which automatically sorts the manufactured cigars into ten different shades of color. This process, now performed by hand, must be accomplished under ideal lighting conditions, and if sunlight is used, the time in which sorting may be done is affected by the seasons or by weather conditions. The new machine, furnishing its own light, may be located in any part of the factory and may be operated at any time of the day or night. It has a capacity of 4000 cigars per hour, and in addition to performing the sorting operation with greater accuracy and efficiency, will effect labor economies.

"A machine that can wrap 45 cigars per minute in tinfoil is another recent introduction. Wrapping the cigar in tinfoil minimizes the effect of atmospheric conditions, preserves the quality and appearance, and makes the cigar, neatly wrapped in its silvery covering, a more inviting object to the eye. Package goods have a peculiar appeal for the American people, as exemplified by the notable success of many enterprises whose products are sold in this form. One of the large cigar corporations experimenting with foil-wrapped cigars in certain territory found that there was an immediate and pronounced growth in sales, as a result of which it is now taking steps to have an increasing number of its cigars foil-wrapped. As the foil protects the cigar against dryness and breakage and enables the smoker to carry around a supply without fear of deterioration, it is expected to have a very beneficial effect on consumption. With the new machine the foiling can be done rapidly and at a relatively low processing cost.

"The following statistics of the Internal Revenue Bureau showing the number of cigar factories in operation each year gives an illuminating picture of the concentration that is taking place in the industry.

Output—Cigars	Number of Factories in Operation During 1921	1926	% of Total Cigars Manufactured 1926
Under 500,000	13,149	9,281	8.0
500,000 to 1,000,000	510	281	3.0
1,000,000 to 2,000,000	324	196	4.3
2,000,000 to 3,000,000	147	89	3.4
3,000,000 to 4,000,000	76	61	3.3
4,000,000 to 5,000,000	73	53	3.6
5,000,000 to 10,000,000	178	147	15.6
10,000,000 to 20,000,000	85	74	15.4
20,000,000 to 40,000,000	25	42	18.4
Over 40,000,000	11	23	25.0
Total	14,578	10,247	100.0
Factories in Operation at end of year	12,105	8,427	

"Year by year the number of small producers grows less and less and the number of plants manufacturing forty million cigars annually or more, the highest classification reported by the Bureau, grows larger and larger. Establishments of moderate proportions manufacturing from two to five million cigars annually are also becoming fewer. Mass production in large establishments is becoming the order of the day. In 1921 the factories having each an annual output of twenty million cigars and over manufactured approxi-

(Continued on Page 16)

LEAF TOBACCO ON HAND SHOWS DECLINE

STATISTICS just issued by the Department of Commerce, Bureau of the Census, showing the quantity of leaf tobacco reported as held by manufacturers who manufactured during the preceding calendar year more than 50,000 pounds of tobacco, 250,000 cigars, or 1,000,000 cigarettes; by all registered dealers in leaf tobacco and all imported leaf tobacco in the United States bonded warehouses and bonded manufacturing warehouses, shows a slight decline in the amount on hand July 1st, 1928, as compared with July 1st, 1927.

	Pounds of Leaf Tobacco on Hand	
	July 1, 1928	*July 1, 1927*
	July 1, 1928	*July 1, 1927*
Aggregate*	1,734,378,240	1,841,078,123
Chewing, smoking, snuff, and export types: Total	1,280,763,377	1,371,003,262
Burley	411,095,012	518,362,732
Dark Dist. of Ky. and Tenn.—Total	225,317,403	299,705,138
Dark fired of Clarksville, Hopkinsville, and Paducah Dists.	143,883,036	186,790,939
Henderson	5,314,030	9,986,595
Green River	43,721,663	54,683,022
One Sucker	32,398,674	48,244,582
Virginia Sun Cured	6,346,950	7,235,540
Virginia Dark	59,409,136	65,052,196
Bright Yellow Dist. of Va., N. C., S. C. and Ga.	564,988,697	466,475,847
Maryland	12,104,129	12,522,795
Eastern Ohio Export	1,414,972	1,500,921
All other domestic, including Perique-Louisiana	87,078	148,093
Cigar types: Total	346,500,316	372,757,887
New England, including Connecticut—Total	84,148,928	97,000,933
Broad leaf	32,204,527	45,924,729
Havana seed	46,066,117	44,581,955
Shade grown	5,878,284	6,494,249
New York	2,607,692	3,509,398
Pennsylvania	95,465,967	95,539,328
Ohio	55,514,887	64,385,714
Wisconsin	84,924,222	96,658,315
Georgia and Florida	2,617,844	1,876,309
Porto Rico	21,172,228	13,745,508
All other domestic	48,548	42,382
Imported types	107,114,547	97,316,974
Reported as:		
Marked weight (*i. e.*, weight at time packed)*	1,397,266,629	1,479,166,104
Actual weight	337,111,611	361,912,019
Unstemmed	1,515,948,610	1,680.942,886
Stemmed	218,429,630	160,135,237

*Allowance should be made for shrinkage on the amounts for which "Marked weight" was reported, in order to ascertain the actual weight.

WAITT & BOND EARNINGS

Report of Waitt & Bond, Incorporated, for the six months ending June 30, shows net income, after Federal taxes and reserves for employee bonuses, of $302,498, as compared with $253,220 for the same period a year ago.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OP'TIMO CIGARS

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA
CIGAR

TOBACCO COMPANIES PROSPEROUS

(Continued from Page 14)

mately 25.7% of the total output, and in 1926, 43.4%. The statistics for 1927, when they become available, should show a still greater percentage of the whole manufactured by the largest establishments.

"In 1927 the consumption of the Class A cigar continued to grow, comprising 48.3% of the total output as compared with 43.8% in 1926.

	Per Cent. of Total Cigar Production	
	1926	*1927*
"Class 'A' (Retailing for not more than 5 cents)	43.8%	48.3%
"Class 'B' (Retailing for more than 5 cents but not more than 8 cents)	14.3%	11.4%
"Class 'C' (Retailing for more than 8 cents but not more than 15 cents)	39.0%	36.0%

"The gain in Class A was at the expense of both Class B and Class C, which showed declines from the preceding year. Class B has been persistently declining for the past several years, partly as a result of price reductions which brought intermediate priced cigars down to the cheapest class and partly as a reflection of the seeming preference of the smoker either for a relatively expensive cigar or one of the cheapest classification. The industry feels that a good five-cent cigar is necessary if the new smokers adopting the practice every year are to cultivate the initial tastes that will make them permanent and confirmed cigar smokers.

"The tobacco industry continues to make a very substantial contribution to the Governmental Treasury.

"Revenues from cigarettes increased further while those from manufactured tobacco and cigars declined. The decreased receipts from cigars were due in large part to tax reductions which became effective in the last quarter of the 1926 fiscal year.

Financial Results in 1927

"The aggregate earnings of the four largest tobacco manufacturing companies again showed a gain over the results of the preceding year and once more established a new record level.

"The factors responsible for the enhanced earning power of the 'Big Three' were similar to those of the few preceding years. Consumption of cigarettes, the principal income producer, was materially higher than in the previous year, leaf tobacco costs were on a relatively favorable basis, and finished product prices remained unchanged. There was some decline in the output of manufactured tobacco but the decline was not appreciable enough to have any marked influence on earnings. The increase in earnings would have been much more substantial but for the enlarged advertising expenditures occasioned by the growing intensity of competition among the cigarette manufacturers. For the second year in succession the Lorillard Company showed a decline in earnings, as a result of the extensive advertising and other expenses incident to the introduction and distribution of its new brand of cigarettes.

"The practice in the tobacco industry is to average the cost of the current year's crop with those of the preceding years and to use the resultant average as the cost of the current raw material consumed in manufacturing. This practice minimizes the effect of any marked fluctuation in the price of the crop of any particular year and makes for comparative stability in the charging cost of leaf used. The foregoing table shows that on the basis of the average price per pound for the various types of tobacco the charging cost for material will be somewhat higher in the current year than in past years but not to an extent anticipated to make any heavy inroads on profits. Prices for burley and for dark type of tobacco were materially higher in 1927 than in the preceding year, and although flue-cured or bright leaf is somewhat lower the three-year average cost for all domestic types will be higher than the three-year average cost of the preceding year. Cigar leaf on the average shows a fairly substantial increase and in view of the scarcity of good cigar leaf, it is quite probable that some fancy prices were paid for the better grades. The average import prices of various types of foreign leaf were lower than in 1926.

"The manufacturers who were able to buy their leaf judiciously in 1927 have an advantage from the profit-making standpoint. One cent per pound advance in leaf costs would amount to an aggregate of around $3,000,000 annually for the manufacturers of cigarettes, an approximate equivalent amount for the manufacturers of smoking and chewing tobacco and snuff, and about $1,500,000 annually for the manufacturers of cigars.

"Manufacturing costs are being lessened through the lower overhead made possible by the increasing volume of production, and by improved machinery. The new cigarette packing machine introduced more than a year ago has a capacity substantially in excess of the old and performs by itself operations which formerly required three separate machines. The new cigarette machine, referred to in last year's review, with a capacity double that of the old, has given a very satisfactory performance under test and is expected to be soon ready for the market.

"The financial condition of the four major tobacco companies as of December 31, 1927, continued strong. Inventories increased appreciably over the previous year, cash decreased somewhat, and in each case the net working capital was larger.

"In view of the outstanding strong financial condition of the three companies they are in a position to be liberal with their stockholders in the matter of dividend distributions. In the case of R. J. Reynolds Company, the American Tobacco Company and Liggett & Myers, the actual cash and marketable securities on hand, apart entirely from accounts receivable and inventories, are in excess of current liabilities as stated, and since there is no apparent occasion for large capital expenditures, the companies, if they so elect, are in a position to distribute a very substantial proportion of their earnings to the stockholders.

DeMUTH INCREASES CAPITAL STOCK

Capital stock of William DeMuth & Company, pipe manufacturers, has been increased from 5000 shares to 22,500 shares of preferred stock and 20,000 shares of common stock, both of no par value.

EXTRA FOR CONGRESS PROBABLE

If earnings of the Congress Cigar Company come up to expectations in the current half-year, it is probable that the board of directors will see fit to declare an extra dividend payment before the end of the year.

GENERAL BUYS HARTFORD WAREHOUSE

IT was announced last week that the General Cigar Company had purchased the plant of the Jewell Belting Company, of West Hartford, Conn., and it is expected it will be used for a tobacco warehouse.

The plant consists of one brick building four stories high, and four other buildings comprising in all approximately 132,000 square feet of floor space on a twenty-acre plot of ground.

President Hirschhorn, of the General Cigar Company, stated his company did not contemplate using the plant for the manufacture of cigars. Mr. Hirschhorn stated that his company now owns and operates more than sixty factories, located in seven states; thirty-six warehouses, and distributing branches in one hundred cities. The General Cigar Company produces more than 750,000,000 cigars a year.

The Jewell Belting Company plant was constructed in 1920 and is equipped with sprinkler system throughout. The plant is said to have cost approximately $700,000 to build.

ENGLISH CIGAR KING DEAD

William Williams, licensee of the Cogan Hotel, Cogan, near Cardiff, died on May 16th, at the age of eighty-four years. Mr. Williams was known as the "Cigar King" due to the fact that he frequently made an offer to give £1 to anybody who caught him not smoking a cigar.

He was never seen not smoking a cigar and it was his boast that he smoked more cigars than any other man in Great Britain, and maintained that his average consumption of cigars was more than one hundred each week.

ERIE R. R. PERMITS SMOKING IN DINERS

C. C. Howard, general passenger traffic manager of the Erie Railroad has just issued new regulations which permit patrons of their dining cars to smoke.

The menu cards will in the future bear the words, "You make smoke," and the rule applies to the ladies as well as the men.

Mr. Howard says the new regulations come largely as a result of requests from women who wish to smoke during or after meals, and the granting of their requests is made possible by the fact that the Erie's new dining cars are equipped with a ventilating system which changes the air every three minutes.

P. & T. TO MARKET "FIVE KINGS"

Park & Tilford, New York City manufacturers and dealers in high grade cigars and smokers' requisites, announce that they will shortly place a new brand of cigars on the market under the brand name of "Five Kings."

"Five Kings" is a clear Havana cigar, and made in seven sizes, to retail at from two for a quarter to twenty-five cents each. It will be placed in high grade club and hotel stands throughout the country.

MENGEL COMPANY EARNINGS

The Mengel Company reports net income of $8,624,515 for the six months ending June 30, 1928, and operating profit of $1,095,280. After reserve for depreciation, fixed charges, etc., but before Federal taxes, the company reports net profit of $621,269 for the period.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

HAVING LOCATED IN DALLAS, TEXAS, WOULD LIKE TO hear from Cigar Factories making Class C and up, requiring representation in this live State with its many growing cities. Must be exceptionally high class merchandise, because the "Big Boys" are certainly after the business down here too, and goods must be attractive propositions to even get a hearing with the better class jobbers.

Would also like Specialties suitable for carrying with cigars as side line. What have you? Address John H. Baker, 3400 Cole Avenue, Dallas, Texas.

CIGAR JOBBERS WANTED IN NEW JERSEY AND WEST VIRGINIA on five-cent and ten-cent and up quality brands. Cigar manufacturers since 1892. For information write Box No. 520, care of "The Tobacco World."

POSITION WANTED

STRIPPER FOREMAN DESIRES POSITION. Experienced in Handling all Grades of Tobacco. Can handle large productions. Familiar with stripping machines. Willing to go out of town. Address Box 522, "The Tobacco World."

FOR SALE

1918-19-20-22 SOUTHERN WISCONSIN GROWN SPANISH Leaf Tobacco—188 cases, approximately 300 pounds each. For sale by L. G. Anderson, 2127 Iowa Street, Chicago, Ill.

The Tobacco World

Established 1881

VOLUME 48 AUGUST 1, 1928 No. 15

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

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CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
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Write for List of Flavors for Special Brands
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Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CHARLES BECK'S BRAND:—45,266. For all tobacco products. July 18, 1928. Charles Beck, Belleville, Ill.

KUM-LI:—45,267. For cigars. July 14, 1928. E. L. Suarez, New Orleans, La.

MOHAVE:—45,268. For pipes. July 24, 1928. Kaufmann Bros. & Bondy, Inc., New York, N. Y.

MOHAVE FEATHERWEIGHT:—45,269. For pipes. July 24, 1928. Kaufmann Bros. & Bondy, Inc., New York, N. Y.

TRANSFERS

ETON ARMS:—44,267 (T. M. A.). For all tobacco products. Registered June 29, 1925, by Pasbach-Voice Litho. Co., Inc., Brooklyn, N. Y. Transferred to Kraus Cigar Co., New York, N. Y., and re-transferred to D. Emil Klein Co., Inc., New York, N. Y., July 13, 1928.

ECHO:—18,024 (U. S. Tobacco Journal). For cigarettes and cheroots, and **No. 128** (Legal Protective Association). For cigars. Registered December 14, 1896, by L. Miller & Sons, New York, N. Y., and on June 11, 1881, by Lichtenstein Bros. & Co., New York, N. Y. Through mesne transfers acquired by Eimerbrink Cigar Co., Tampa, Fla., and re-transferred to Marcelino Perez & Co., Tampa, Fla., July 13, 1928.

DA VINCI:—20,595 (U. S. Tobacco Journal). For cigars. Registered November 19, 1898, by Schumacher & Ettlinger, New York, N. Y. Transferred by the American Litho Co., successor to the registrants, to Salvador Rodriguez, Inc., Tampa, Fla., June 20, 1928.

LEONARDO DA VINCI:—18,441 (Tobacco Leaf). For cigars, cheroots and cigarettes. Registered February 2, 1900, by Harkert & Co., Davenport, Iowa. Transferred by The Harkert Cigar Co., successor to the original registrant, to American Litho. Co., New York, N. Y., and re-transferred to Salvador Rodriguez, Inc., Tampa, Fla., June 20, 1928.

SOMELLO:—22,682 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered July 20, 1911, by Andres Diaz & Co., New York, N. Y. Through mesne transfers acquired by the Eimerbrink Cigar Co., Tampa, Fla., and re-transferred to Marcelino Perez & Co., Tampa, Fla., July 20, 1928.

JUNE PRODUCTION FIGURES WILL BE DELAYED

ACCORDING to a bulletin just issued by The Tobacco Merchants Association of the United States, the withdrawal figures of tobacco products for the month of June, as issued by the Internal Revenue Bureau, will be delayed and may not possibly be available before September.

This delay occurs every year, and is due to the established policy of the Internal Revenue Bureau to withhold the June figures pending the issuance of the preliminary report of the Commissioner for the complete fiscal year ending June 30th.

Last year the figures were not available for publication before September 2d and it is anticipated that the 1928 figures will be available at approximately the same time.

DEATH RATE AMONG TOBACCO WORKERS DECREASING

New York, N. Y., July 25.

WHILE the average industrial worker's chances against dying of tuberculosis have increased by about two-thirds since 1911, there are certain callings in which the mortality is from 83 per cent. to 25 per cent. more than the average for all occupied males. These workers are miners (except coal miners), pottery workers, stone cutters, waiters and hotel servants, cutlers and grinders, cigarmakers and tobacco workers, laundry workers, compositors, printers and pressmen, brass foundry workers, and barbers and hairdressers. This according to an analysis of the mortality experience of the industrial policyholders of the Metropolitan Life Insurance Company for the years 1922 to 1924. This analysis also shows that the average workers stand less chance of dying from tuberculosis than did the average worker of the years 1911 to 1913. In the age group 20 to 44, the tuberculosis death rate among white male industrial wage earners is only one-third of what it was in 1911.

Seventy-two occupational classes were included in the analysis made by the Metropolitan Statistical Bureau. Of these thirty-seven have a higher proportion of deaths from tuberculosis than the average for all occupied males. Thirteen classes have percentages which exceeded the average by 20 per cent. or more.

"Silica dust is the predominant hazard discernible in five of the thirteen occupations, namely, miners (other than coal miners) pottery workers, stone cutters, cutlers and grinders and polishers of iron and steel products," says the Statistical Bulletin. "The silica dust hazard also accounts for part of the excessive mortality of glass workers and some brass foundry workers.

"The cause of the high tuberculosis mortality among compositors and tobacco workers is not clear. The specific hazards of lead absorption in the case of the former and tobacco poisoning with the latter have been suggested as possible explanations, but these hazards are not sufficient to account for the very considerable excess found for these workers. Faulty posture, which restricts free movement of the chest, plays an important part in pulmonary disease of certain groups of sedentary workers, particularly cigarmakers, who constitute a large portion of the tobacco workers. Furthermore, men physically unable to carry on other pursuits frequently select these sedentary occupations. Consequently, the mortality from tuberculosis is weighted by the excessive mortality among these workers.

"Work under unfavorable conditions of high heat, particularly if associated with high humidity coupled, as it often is, with alternate exposure to cold, may be responsible in large measure for acute respiratory disease which, in turn, plays a large part in the lighting up of quiescent pulmonary tuberculosis.

"In any consideration of industrial tuberculosis it is of utmost importance that there be kept clearly in mind the economic and social factors involved. Wage levels, and standards of living probably play as large a part as any other single factor in the control of pulmonary tuberculosis."

INTERNATIONAL MACHINERY DIVIDEND

Directors of the International Cigar Machinery Company have declared a dividend of one dollar on the common stock of the company, payable August 1st to stockholders of record July 20th.

BUYERS' GUIDE

CIGAR BOXES

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MANUFACTURERS OF
HIGH GRADE CIGAR BOXES
CEDAR SAW — HAND PLEMING MILLS
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SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

VERY MILD AND MELLOW

Philippine tobacco plantation in Isabela Province, Cagayan Valley, where the overflow of the river restores the soil and tobacco grows luxuriantly.

FINE TOBACCO

Naturally Mild and Sweet - and Grown and Ripened Under a Tropical Sun, are the Reasons Why

THOSE MANILA CIGARS SATISFY SMOKERS

Manila is making the best cigar in the world for a nickel Spanish hand-work, Perfecto shapes, long-filler, light colors attract the eye and intrigue the taste. Better grades in Class B, C and D are also making friends wherever a very mild cigar is in demand.

Do you want a substantial business at a good profit? Do you want a line that will bring smokers to your store and hold them steady customers?

THEN GET A STANDARD MANILA LINE.
PUT IT TO WORK AND WATCH IT GROW!

Booklet, information on application to

THE MANILA AD AGENCY

C. A. BOND, Mgr.

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VOLUME 48 No. 16

THE TOBACCO WORLD

IMPORTANT NOTICE

The 1928 Crop of PORTO RICAN TOBACCO

IS DECIDEDLY SHORT

The QUALITY, however, is exceptionally fine. Therefore, in view of the greatly increased uses of Porto Rican Tobacco by manufacturers who are closely following the trend of public taste - a demand for a Good, Mild cigar at a moderate price - we urge that you arrange for your purchases at once.

Come to the Island yourself and make your own selections. It will pay you. Only 4 days from New York. Steamers twice weekly.

There has been amazing improvement in Porto Rican Quality in the past few years. Close supervision on the part of the Agricultural Departments of both Porto Rican and U. S. Governments is largely responsible. Porto Rican is a smooth, free-burning and aromatic leaf with everything you could ask in texture and color. Admitted DUTY-FREE permits you to sell your trade a BETTER CIGAR VALUE at a LOWER PRICE.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDANA, General Manager New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

PACKED IN WOOD --BOUND TO BE GOOD

There's no use buying costly crops of tobacco - no use taking extreme care in making your cigars -- no use having a superior blend -- unless you protect the quality right up to the time the consumer buys your smokes.

The surest, easiest and most sensible way to keep your product in prime condition, and protect the quality and blend, is to *pack your cigars in WOODEN BOXES.*

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

Volume 48

THE TOBACCO WORLD

Number 16

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year | PHILADELPHIA, AUGUST 15, 1928 | Foreign $3.50

GEORGE SCHLEGEL DEAD

GEORGE SCHLEGEL, president of George Schlegel, Inc., lithographers, located at Second Avenue and Twenty-second Street, New York City, died suddenly following a heart attack on Saturday, August 4th, at his home in Westwood, N. J. He was seventy-three years old.

Mr. Schlegel was born and lived in the Bay Ridge section of Brooklyn, and was one of the oldest cigar label lithographers in the United States, having learned the trade in his father's shop and later succeeding him as head of the firm.

Mr. Schlegel was also a grower of prize orchids on a large scale and at the time of his death was planning to build a new nursery at his home in Westwood for that purpose.

Funeral services were held on Tuesday, August 7th, at his Brooklyn home, 160 Seventy-second Street.

He is survived by his widow, Mrs. Mabel Schlegel; one daughter; one son; one sister; one brother, and five grand-children.

GEORGE GARY JOINS BROWN & WILLIAMSON

George Gary, who recently resigned as General Leaf Buyer for the P. Lorillard Company, has joined the Brown & Williamson Tobacco Company, of Louisville, Ky., and will act for that company in an advisory capacity.

Control of the Brown & Williamson Company recently was acquired by the British American Tobacco Company, and an intensive campaign has been started to popularize their "Sir Walter Raleigh" smoking tobacco and "Old North State" cigarettes, which is meeting with gratifying success for the company.

PORTO RICAN TREASURER HERE FOR SURVEY

Juan G. Gallardo, treasurer of the Porto Rican Government, arrived in New York this week for an extended visit and while here Mr. Gallardo will make a survey of conditions in the cigar industry in this country in order that the growers of Porto Rican tobacco may have first-hand information.

While here, Mr. Gallardo will make this headquarters at the offices of the Porto Rican Government Tobacco Guarantee Agency, at 1457 Broadway, New York City, which is under the management of M. T. Saldana.

Mannie Perez, of Marcelino Perez & Company, Tampa, was recent visitor here scooping up the orders for his brand "Tuval," made in bond. After leaving Philadelphia, Mannie's next stop was scheduled to be Boston.

REYNOLDS COMPANY MANUFACTURERS TIN FOIL

THE R. J. Reynolds Tobacco Company, of Winston-Salem, N. C., is now manufacturing its own tin foil, which is used in wrapping their packages of "Camel" cigarettes, through its subsidiary company recently organized and known as the Reynolds Metal Company.

The Reynolds Metal Company is composed of the Robert Shaw Thermostat Company, Fulton Syphon Company, United States Foil Company, and the Beechnut Foil Company.

The capital of the Reynolds Metal Company consists of 325,000 shares of non-callable participating preference stock and 200,000 shares of no par common stock.

The preference stock will be entitled to dividends at the rate of $4.00 a year, $3.50 of which is cumulative. After the common stock receives dividend of $2.00 per share, the two classes of stock share equally in the balance of the profits.

In beginning the manufacture of its own tin foil at the newly erected plant at Ninth Street and the Norfolk & Western Railroad, in Winston-Salem, the R. J. Reynolds Company expects to effect a substantial saving in the production cost of its "Camel" cigarettes.

S. O. Kline, former president of the Tobacco Foil Company, has taken up his residence in Winston-Salem in connection with his duties with the newly-formed company.

IMPERIAL FORMS MERGER

It is understood that the recent increase in capital stock of the Imperial Tobacco Company of Canada, Ltd., was necessitated by the purchase of the Punch Cigar Company and Andrew Wilson & Company, Ltd., both competitive firms of Canada.

It has been estimated that these purchases cost the Imperial Tobacco Company in the neighborhood of $2,250,000 and, in view of the fact that the proposed capital increase totaled $15,000,000 it is probable further expansion may take place in the near future.

It is believed present stockholders of the Imperial will be offered rights to subscribe to a portion of the new stock, which is of $5 par value.

ARTHUR STERN IN MAINE

Arthur Stern, of the Metropolitan Tobacco Company, 22 Fourth Avenue, New York City, is spending the summer at Poland, Maine. He expects to return to New York immediately after Labor Day.

CHAIRMAN OF TOBACCO JOBBERS' COMMITTEE DISCUSSES PROGRESS MADE

I HAVE received so many requests for information, since the National Committee was formed, and so many suggestions and recommendations have been made that I am writing this letter, as a general reply, which you may see fit to publish.

After months of preparation, the National Committee was formed and an appeal made by it to the manufacturers. I thank those manufacturers on behalf of the National Committee for their prompt courtesy and evident sincerity.

The reply of the Union Tobacco Company was a definite constructive step of great importance to the trade.

The stock participation offer of the Union Tobacco Company is a very real tangible and immediate financial benefit in a form not so easily dissipated or destroyed by the destructive elements in the business. It is constructive in making each purchaser of Union Tobacco Company's brands a partner in their business and is a recognition of the moral responsibility of the manufacturer to do whatever is considered possible to secure profits in return for the work of distribution to the consumer.

If the Union Tobacco Company feel that millions of dollars spent to give the distributing branches of the business additional profits and an interest in their business is better spent than in printer's ink, it is squarely up to the constructive elements to make every effort to prove that they have not made a mistake.

Proper appreciation expressed in constructive support of benefits received may bring other benefits from the same or other sources.

In the final analysis, future progress towards better conditions for the distributing business is in great measure in the hands of the distributors themselves. The most difficult obstacle to be overcome is the indifference of the people in the business.

The manufacturer is never indifferent and always sensitive and susceptible to every influence that will help or hurt the growth in sales of his products.

What a tremendous power the constructive factors in the distributing business have to demand and force recognition if actuated by a common purpose and uniformity of action.

As a matter of information regarding future activities, I intend to hold meetings in as many centers as possible and if the trade papers are as kind and considerate as they have been, everyone interested in the progress of the work of the National Committee can keep in touch through them and co-operate in the work.

In conclusion, I wish to thank those who have sent contributions to carry on the work of the National Committee, and by doing so have expressed their faith in it, which we hope to justify. Started in a small way, who knows to what proportions such a movement may grow.

GEORGE J. WEMYSS,
Chairman,
86 Union Street,
Boston, Mass.

The Yahn & McDonnell cigar stand in the Benjamin Franklin Hotel, at Ninth and Chestnut Streets, is featuring the "Blue Boar" humidor packing in their window with good results.

WHITHER WHOLESALING—GOING OUT? COMING IN?

THE following article is taken from the "Executives Service Bulletin," which is published by the Metropolitan Life Insurance Company, was written by Robert R. Ellis, vice-president of the U. S. Chamber of Commerce, and president of the Hessig-Ellis Drug Company, of Memphis, Tenn., and gives such a clear idea of just what service the wholesaler performs for both the manufacturer and retailer that we feel it is worthy of reprinting:

"Probably no phase of business has passed through a period of such general misconception in the public mind as wholesaling. Wholesalers have been perfectly sure of what they were doing and have gone about it without attempting to spin theoretical justifications. But for a long time the public as well as many business men had only a dim and hazy conception of the place of wholesaling in the schemed distribution.

"Following the post-war deflation, the question of 'high prices' agitated the public mind. Then someone started talking about the 'unnecessary middle-man,' and because no one knew very much about the actual mechanics of distributing merchandise, the wholesaler and jobber became favorite targets for a good deal of more or less abusive rhetoric.

"'Eliminating' Wholesaling

"Coincidently, manufacturers and producers found themselves with output which exceeded demand. They made every effort to secure new and various channels for their output. Some of them took up the task of supplying thousands of retail stores throughout the country direct from their factories. And, when they did, they found out exactly what the wholesaler had been doing in the matter of service.

"They found that no matter what they did, the wholesale functions—anticipating and providing market needs when and where required, supplying orders over a wide territory, warehousing, financing and transportation—could not be eliminated.

"Economic Necessity of Wholesaling

"Manufacturers who started to sell direct in some instances forgot about the expense of sending their salesmen to Sunflower, Mississippi, and Red Fork, Oklahoma. When they tried it, they soon learned how quickly they could lose money. They found, upon investigation, that the wholesaler could and did supply these retailers without loss to himself and with a profit to the manufacturer.

"About half of the population of the United States is in rural communities and towns of less than 2500 population. Most of these towns are too small to be covered by a manufacturer's salesman. The wholesaler assembles a wide variety of goods from many manufacturers for distribution in his particular territory. He gives to the retailers who depend upon him the opportunity to select their requirements from a large assortment.

"Our present alert merchandising of the greatest volume of products ever offered to consumers demands adequate reservoirs—supplies of merchandise between a large number of retailers and a comparatively much smaller number of manufacturers. These stocks must be adequate and they must be available for instant shipment.

"Maintaining Adequate Distribution

"A few manufacturers quickly discovered how costly their experiments were proving and abandoned

(Continued on page 17)

Nothing like a pipe, *I* say

WHENEVER I want a real, honest-to-John *smoke* (and that's pretty often!), I get out my old pipe and pack it with Prince Albert. I know in advance what it's going to be like, but I get a new thrill out of it every time. A pipe and P. A. are so downright *dependable.*

Just to open the tidy red tin and drink in that P. A. fragrance is a treat in itself. No more appetizing aroma ever greeted a pipe-hungry man. And when that cool, comfortable smoke comes rolling up the stem, you know that the taste more than matches the fragrance.

Cool as the old town pump. Restful as an easy chair after a hard day. Mellow and mild and long-burning. So mild, in fact, that you're always ready for another session, no matter how much you load up. I've smoked P. A. for years—I ought to know!

If you don't know the contentment and satisfaction of a pipe, I urge you to go and get one right now. Fill it with good old Prince Albert and smoke up. You'll enjoy it as you never enjoyed a smoke before. You'll want your pipe for a constant companion from that time on, or I miss *my* guess. Try it!

Not only quality, but quantity, too—TWO full ounces in every tin.

PRINCE ALBERT

—the national joy smoke!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

PHILADELPHIA.

PALEY TELLS OF CONGRESS PROFITS

WILLIAM S. PALEY, vice-president of The Congress Cigar Company, has issued the following statement in regard to the profits of his company from the sale of their "La Palina."

"In the publication of our first quarter's earnings for 1928, we made mention of the completed installation of additional cigar-making machinery which would change a large portion of our production from handmade to machine-made cigars. This was to result in a lower manufacturing cost and greater earnings. The advantage of this change has already manifested itself in our second quarter, in that we show an increase in net profit of $112,533, which is thirty-two cents per share over the second quarter of 1927, although our sales ran slightly behind the same period last year. Due to an overstocking of cigars by the wholesalers and retailers for the Christmas season in 1927, the sales in the first half of 1928 in the cigar industry were comparatively less than in 1927. This situation, however, has now been cleared, so that the balance of this year should run on a normal basis. In our present position, therefore, our outlook for the balance of this year looks very favorable."

STARTS SUIT TO SECURE CIGAR STORE LEASE

Harry Cohen recently filed suit in Circuit Court of Common Pleas, No. 5 here against B. Goldstein to enjoin him from transferring or in any way disposing of the lease and possession of the cigar store, soda fountain and fixtures, northwest corner of Sixth Street and Girard Avenue, and to compel the respondent to deliver the lease and possession of the store to him.

Cohen claims that Goldstein entered into a written agreement with him on July 11th to transfer the lease and fixtures to him for $1300. Cohen further claims, that on July 16th he tendered the sum specified in cash but Goldstein refused to accept the money or surrender possession of the store to him, and he believes that Goldstein is about to transfer the lease to another person.

Willis Andruss, sales manager, for the Congress Cigar Company, has returned to headquarters after spending a short vacation at a camp in Canada. He made the return trip via Cleveland and Buffalo, where he visited his mother.

PIPE MANUFACTURER LEAVES $1,150,000

THE will of William Nax, who died on July 21st at the Bellevue-Stratford Hotel here, recently probated bequeathed his entire estate of $1,150,000 to his widow, Mrs. Louisa Elizabeth Nax.

Mr. Nax had but recently retired as president of L. Nax & Company, pipe manufacturers of this city, and had made his home at the Bellevue-Stratford since 1920.

He was a member of Montgomery Lodge No. 19, F. & A. M.; Philadelphia Consistory A. A. S. R., and Lu Lu Temple A. A. O. N. M. S.

His brief will was dated June 22nd, just one month before his death, and named no other relative.

"HABANELLO" FOR G. S. NICHOLAS

G. S. Nicholas and Son, cigar distributors of New York City, announce that they have obtained the distribution of the "Habanello" cigar, made by Geo. Zifferblatt and Company, of North Ninth Street, for metropolitan territory.

Victor Lopez, sales manager for the Zifferblatt Company recently obtained placements of the "Habanello" in the Union News Company stands, whereby the "Habanello" will be sold on all the News Company stands in the Eastern territory, and the factory on North Ninth Street is being taxed to capacity to keep up with the demand for this popular cigar.

ROCHESTER FOLDING BOX COMPANY OPENS OFFICES

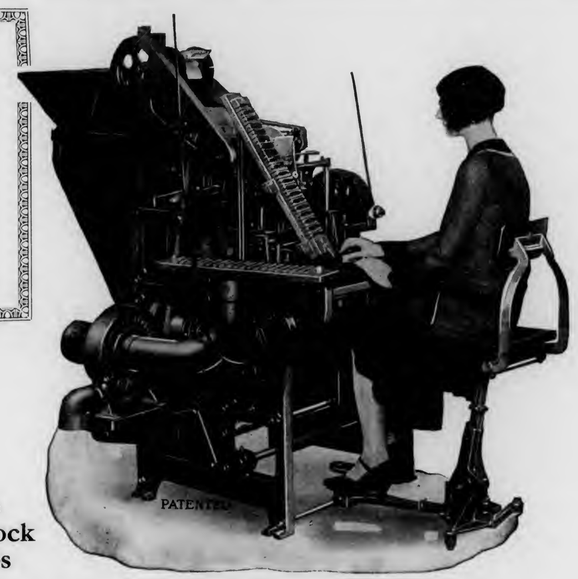
W. A. Recaweg, representative for the Rochester Folding Box Company, has opened an office in the building at 308 Chestnut Street. Mr. Recaweg is well known to the trade in Philadelphia.

Abe Caro was a recent visitor in Philadelphia, working with Yahn and McDonnell in advancing the sale of "Optimo" cigars. The "Optimo" is one of the best, if not the best, seller in this territory.

Harry A. Tint, who recently opened a stand in the new Burlington Arcade, has a very attractive and up-to-date shop and is enjoying a splendid business on the high-grade brands he carries. Mr. Tint sticks to quality merchandise and the price-cutters do not worry him.

A Perfect Scrap Bunch Machine

Improved!



by the Addition of Two Important and Efficient Stock and Cost-Saving Features

The MODEL L UNIVERSAL Scrap Bunch Machine

Labor, Stock and Money-Saving Features

A—The Binder Suction Table assures smoother and more perfectly-rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of friction clutch and emergency stop makes the machine run more smoothly and permits the instantaneous stopping of the machine at any point. It also reduces the upkeep cost.

C—Handles straight or shaped work equally well.

D—Makes right or left-hand bunches without changing machine.

E—Adapted for use in conjunction with automatic rolling machines.

F—Uniform size, shape and weight of bunches assured.

G—A very substantial saving in labor and stock costs.

H—Handles large-size or mixed-cut scrap of unequal sizes, also shredded or threshed scrap.

I—Damp or dry tobacco handled with equally good results.

J—Low cost of upkeep; does not easily get out of order.

K—The easily adjustable weighing scale meets all requirements as to changes in sizes and weather conditions.

L—Automatically removes foreign substances from the tobacco such as thread, feathers, etc.

M—Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

THE Model L Scrap Bunch Machine is now being made with (or without) Binder Suction Table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

The Model L Machine which is hanging up records of 4,500 to 5,000 perfect scrap bunches a day, is now equipped with the latest type of friction clutch and emergency stop. This causes the machine to run more smoothly and permits stopping of the machine at any point in its operation. It also reduces the upkeep cost of the machine.

Whether yours is a large or small factory, if you make scrap cigars, you can not afford to be without the Model L Scrap Bunch Machine. It will help you meet competition by increasing your output and reducing your production costs.

Write for illustrated price folder and complete Model L information

The price of the Model L Universal Scrap Bunch Machine equipped with Folding Chair, Drive Equipment and ½ H. P. motor is

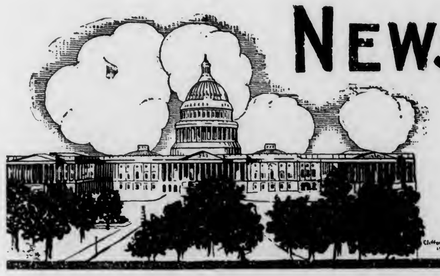
$850

Convenient Time Payment Terms

With Binder Suction Table . . . . $50. extra
With Individual, direct-connected, motor-driven suction Fan . . $75. extra

Prices F. O. B. Factory, Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

CONCENTRATION by American tobacco growers on quality is urged by experts of the Department of Commerce writing in "Commerce Yearbook for 1928," just published, as better grades are less susceptible to foreign substitution. The brunt of European competition with American tobaccos at present, it is pointed out, is being borne by the low grades, especially the low grades of dark tobacco.

Declining prices and other unsatisfactory conditions among the growers in 1926 caused a further reduction in leaf tobacco production in 1927, the crop totalling 1,237,832,000 pounds, it is declared. Production of all types except the flue-cured tobaccos was smaller. Exports of leaf tobacco in 1927 aggregated 511,868,000 pounds, an increase of 5 per cent. Exports of all leaf types increased except dark fired Kentucky and Tennessee. Domestic leaf prices were well maintained but foreign prices weakened considerably. Owing to a curtailment of the cigarette trade with China, exports of tobacco products decreased in value by 19 per cent. More than 102,000,000,000 cigarettes were produced in the United States during the year, which is the greatest output of any year on record, and there was a slight increase in the production of cigars, but the output of manufactured tobacco was again reduced. There was no change in the per capita consumption of tobacco, which was about six pounds.

The 1927 crop was supplemented by 102,728,000 pounds imported from foreign countries and 30,862,000 pounds shipped from Porto Rico and Hawaii, making an increase of 1,371,422,000 pounds to the supply on hand at the beginning of the year, which, according to figures compiled by the United States Census Bureau, amounted to 1,842,000,000 pounds in the aggregate.

Viewed over a period of years, the outstanding feature is the steady increase in domestic consumption. Exports have been subject to fluctuation brought about by the various factors affecting foreign trade, but since 1921 the amount of leaf tobacco consumed in domestic factories has been characterized by a continuous upward trend. The estimated consumption in registered factories of the country in 1927 amounted to 717,665,000 pounds, the greatest in the history of the industry. In addition, 16,073,000 pounds of imported tobacco were consumed in bonded manufacturing warehouses.

The year closed with the cigarette in greater predominance than ever before, as production in registered factories climbed to 97,188,000,000, the highest point of an uninterrupted ascent since 1921, and there were 5,156,000,000 cigarettes manufactured in bonded warehouses from imported tobacco and made exclusively for export. The great increase in cigarette consumption of the United States during the past few years, it is declared, is unquestionably owing in part to an increase in the number of smokers. The per capita consumption also has shown a marked increase from year to year, rising from 575 in 1923 to 798 in 1927.

Production of cigars in 1927 amounted to 7,007,000,000, an increase of 1.4 per cent. over the 1926 production. For several years the cigar industry has suffered in competition with the cigarette. Production in 1925 and 1926 dropped below that of any year since the War. A reduction of about 25 per cent. in the internal revenue tax in 1926 was a material aid and the installation of cigar machinery by several of the large companies manufacturing medium-priced cigars has done much toward solving their problems.

Corporation Income Tax Blanks Being Revised

As a result of the reduction in corporation taxes from 13½ to 12 per cent., and the increase in the exemption from $2000 to $5000, effective January 1, last, in the revenue law of 1928, forms on which corporations operating on the fiscal year basis are required to make returns are now being revised by the Internal Revenue Bureau. A supply of the revised forms will be furnished to collectors of internal revenue for distribution at an early date.

Internal revenue collectors have been advised by Acting Commissioner H. P. Mires that returns already filed by corporations for a fiscal year ending in 1928, on which the tax was computed at 13½ per cent. for the entire year and the assessment made, should be forwarded to the bureau at Washington without making the usual preliminary audit. Such taxpayers are requested to file amended returns on the revised form on or before the date the second installment of the tax is due.

"Upon receipt of these amended returns on the revised form," it was declared at the bureau, "the collectors will prepare office claims in abatement for the amount of the tax overassessed and adjust the final installments of the tax accordingly. In case a corporation is granted an extension of time in which to file its return for a fiscal year ending in 1928, and a tentative return showing the estimated amount of tax is filed, such return should be retained in the office of the collector until a final return is filed by the corporation on the revised form."

Court to Decide Which Has Priority Claim on Taxes

The United States Supreme Court at its next term will be asked to determine the important question whether the Federal Government or a subordinate government has priority in the collection of taxes. A

(Continued on Page 10)

HOFFMAN RESIGNS FROM UNION COMPANY

JACL. HOFFMAN, well known through his affiliations with the tobacco industry for a number of years, has resigned his various posts with the Union Tobacco Company, including all its subsidiaries, and, while no announcement as to his future plans has been made, it is generally anticipated that he will become affiliated with an active tobacco organization in a short time.

Mr. Hoffman first became active in the tobacco industry as a salesman for the P. Lorillard Company, and rapidly rose to the position of sales manager, but soon left that Company and became associated with the Falk Tobacco Company as sales and advertising manager. A few years ago he and Mr. Schulte organized the Continental Tobacco Company, and he held the post of president until the acquisition of the company by the Whelan interests.

Mr. Hoffman is at present spending a vacation in the Adirondacks.

SCHULTE-UNITED TO INSTALL VENDING MACHINES

At a meeting of the officers of Schulte-United, Inc., held last week, plans were discussed for the automatic retailing of various lines of merchandise in their 5-cent to $1 stores, and it is understood a contract has been given to the newly organized Consolidated Automatic Merchandising Corporation for a number of these machines.

The company expects to have twenty-five stores in operation this fall, extending from coast to coast and this number will be constantly increased until a total of 1000 stores are established.

It is estimated the company will use 50,000 automatic vending machines eventually.

HENOFER RETURNS FROM VACATION

Eugene M. Henofer, of Atlantic City, has just returned from a vacation of several weeks spent at Linville Falls, North Carolina. He returned to his home in Atlantic City just in time to be greeted by what he describes as a (some kind) of a storm. Mr. Henofer is one of the best-known cigar box lumber salesmen in the industry.

VICE-PRESIDENT PENN RETURNS

First vice-president, Charles A. Penn, of the American Tobacco Company has returned to the United States after a recent trip to Europe.

Mr. Penn, is particularly interested in the new factory of the American Tobacco Company in Reidsville, North Carolina, which is his "home town." The new factory is said to have cost in the neighborhood of $1,000,000, and will be used to increase the production of "Lucky Strike" cigarettes.

"CHESTERFIELDS" EXCEED 28,000,000,000

According to an announcement, four big factories of The Liggett & Myers Tobacco Company, located in Philadelphia, Richmond, Va., Durham, N. C., and San Francisco, are producing more than 28,000,000,000 "Chesterfield" cigarettes a year.

However, not all these cigarettes are for home consumption, as round-the-world tourists report that "Chesterfields" may be purchased in pactically every port in the world.

News from Congress

(Continued from page 8)

petition asking for a writ of certiorari to bring before the court for review a decision of the Supreme Court to the State of Washington, which held that the Federal Government had priority over claims of a state has been filed, it has been announced by the Department of Justice.

Two Washington counties assessed and levied personal property taxes against an insolvent corporation, doing business in their jurisdiction, seeking to recover about $6500 from funds held by the receiver. About the same time, the department explained, additional income taxes and penalties covering a period of four years were assessed by the Federal Government against the corporation in a total amount of $70,000. The funds in the hands of the receiver were insufficient to pay in full the claims of the United States and the two counties. Lower courts in Washington decided in favor of the counties, but on appeal to the State Supreme Court the judgment was reversed and priority awarded to the Federal Government.

"In a brief filed in opposition to the granting of this petition the Department of Justice contends that the priority of the United States in the present case attaches by virtue of valid legislation and it cites an early decision of the Supreme Court that states 'could not create a priority in favor of other creditors, in cases of insolvency, which should supersede that of the United States'," it was declared in a statement issued by the department.

Air Mail Postage Reduced 75 Per cent.

Reduced rates for air mail service to five cents for the first ounce and ten cents for additional ounces were put into effect by the Post Office Department August 1. This is a reduction of 75 per cent. from the former rate of ten cents for the first half-ounce and 50 per cent. from the rate for additional weight, and under these new rates an ordinary letter is transported by air mail at an increase of only three cents over ordinary letter postage. For this slight additional postage, it is pointed out by the department, air mail expedites delivery to all post offices and saves up to three days, depending upon the distance traversed.

In making public the new rates the department explained that any kind of envelope or stamp may be used by simply writing "air mail" on the outside of the envelope in a conspicuous space.

Exports Show Steady Gain

Exports of merchandise from the United States during 1928 are expected to total very close to $5,000,000,000 in value, while imports will be somewhat in excess of $4,000,000,000, with an estimate that the trade balance in favor of the United States for the year should be in the neighborhood of $800,000,000.

This estimate was made by Dr. Julius Klein, director of foreign and domestic commerce, on the basis of conditions prevailing during the first six months, and although his figures necessarily are subject to revision in the light of developments which may occur during the last half of the year, it is pointed out by him that there has been a steady gain in exports during the last few months, especially in manufactured goods, and that the demand abroad indicates a continuation of this situation.

CONSOLIDATED AUTOMATIC MERCHANDISING CORPORATION FORMED

LAST week announcement was made of the consolidation of the General Vending Corporation, the Sanitary Postage Service Corporation, the Automatic Merchandising Corporation of America, the Remington Service Machines, Inc., and the Schermack Corporation of America, under the name of the Consolidated Automatic Merchandising Corporation.

The machines of the Consolidated Automatic Merchandising Corporation will be produced and guaranteed by the Remington Arms Company.

Through devices in operation the company already has access to about 50,000 retail locations of the highest type. Among them, thousands of individual dealers and also the Woolworth Company, United Cigar Stores Company, Schulte Company, Liggett Drug Company, Happiness Candy Stores, Walgreen Drug Company, Owl Drug Company, Union News Company, J. C. Penney Company, Metropolitan Company, McCrory, Grant Company and Photomaton Company.

Following is a list of the officers and directors of the Consolidated Automatic Merchandising Corporation:

Joseph J. Schermack, New York, President; President, Schermack Corporation of America.

A. Granat, New York, Vice-President; Vice-President, United Cigar Stores Company of America.

Nathan A. Smyth, New York, Vice-President and General Counsel; Smyth, Kaufmann & O'Connell, Attorneys.

A. J. Sack, New York, Chairman; Chairman, Automatic Merchandising Corporation of America.

Albert C. Allen, New York, Executive Vice-President and Director, United Cigar Stores Company of America.

Robert E. Allen, New York, Vice-President, Central Union Trust Company of New York; Director, General Vending Corporation.

Albert M. Chambers, New York, F. J. Lisman & Company.

F. J. Lisman, New York, F. J. Lisman & Company; Chairman, General Vending Corporation.

Saunders Norvell, New York, President, Remington Arms Company.

Stanley Nowak, New York, Vice-President and Director, General Vending Corporation.

Franklin D. Roosevelt, New York, Vice-President, Fidelity & Deposit Company of Maryland.

Robert P. Sniffen, New York, formerly Director, Sears, Roebuck & Company.

PORTO RICAN-AMERICAN TOBACCO TRADE

Tobacco shipments from Porto Rico to the United States during the fiscal year ending June 30, 1928, amounted to $20,638,000 compared with $24,808,000 in 1927, according to a report received in the Tobacco Section of the Department of Commerce from Assistant Trade Commissioner J. R. McKey. The decrease in value of shipments was caused by a reduction of leaf prices brought about by an unusually large crop and a decrease in the number of cigars shipped. The following figures show the quantity and value of leaf tobacco and cigars shipped from Porto Rico to the United States during 1927 and 1928:

	1926-27	*1927-28*
Leaf tobacco (pounds)	30,730,028	35,677,270
Cigars (thousands)	160,804	144,378

ROBERT GANS DIES

ROBERT GANS, who has been identified with the leaf tobacco industry in New York City for a number of years, and who was only a short time ago head of the Porto Rican leaf department of the Congress Cigar Company here, died at his home in New York City on Monday, August 6th.

Mr. Gans had been seriously ill for a number of weeks and his death was caused by pernicious anemia.

Funeral services were held on Wednesday, August 8th, at the Universal Chapel, Fifty-second Street and Lexington Avenue, New York City. He was a member of Adelphi Lodge No. 23, F. & A. M.

He is survived by his widow, Mrs. Edna Meinhold Gans; one daughter; one son; one sister, and four brothers. His brothers are all connected with the tobacco industry.

CONSUMERS' REASONS FOR TRANSFERRING TRADE

Out of 200 consumers investigated by the National Cash Register Company, it was discovered that forty-seven ceased to trade with certain retailers because of the indifference of the salespeople who waited upon them. Twenty-four consumers stopped buying because of attempts at substitution, while eighteen gave errors in bills as reasons for "quitting." Seventeen cited slow deliveries, sixteen overinsistence by clerks, thirteen unnecessary delays in being waited upon, eleven tactless policies, nine general poor management, six ignorance of goods and four refusal to exchange.—"Dorrance, Sullivan & Co., Inc., Advertising Agents, New York."

TREBOW IN LARGER QUARTERS

The Trebow Cigar Company, manufacturers of the "El Trebow" and the "Ingersoll" brands, have recently moved their plant from 127 North Fifth Street to 44 North Fourth Street, in order that they might have larger quarters in which to take care of the ever increasing demand for these two popular brands.

Sales manager Jacobs has acquired an automobile in which to make his rounds of the trade.

HOLT USING RADIO

Arthur Holt, of the Holt Cigar Stores, has been using Radio Station WIAD, located in the Hotel Vendig, to acquaint the smokers in and around Philadelphia of the various bargains that can be obtained at the Holt stores.

Mr. Holt is known as the "Job Lot King" and the tremendous amount of the various brands of cigars that is disposed of in his stores seems to bear proof that the title is well placed.

IRELAND WILL NOT GROW TOBACCO

The Irish Free State is one country unwilling to waste money in futile attempts to grow tobacco. According to a statement quoted in the British press and submitted to the Tobacco Section of the Department of Commerce by Trade Commissioner James Somerville, Jr., the Irish Free State Minister of Agriculture made the following remark in the Dail:

"We may as well face facts. Tobacco cannot be grown in Ireland to compete in price or quality with tobacco from outside countries." The Minister also stated that the tobacco growing subsidy for the last three years had been not less than £100 per acre.

NEW SALESMEN'S ASSOCIATION ORGANIZED

The Continental Salesmen's Association was recently granted a charter in New York State, with the avowed purpose of eliminating the unworthy salesman, the illegitimate employer and the fradulent storekeeper.

The executive offices of this association are in the Salmon Tower Building, at 11 West Forty-second Street, New York City. The officers are composed of experienced salesmen, and they claim that the present conditions are a phenomenal contrast to the so-called "better" conditions that existed in the years that have passed, and only through combined power of salesmanship can a change be brought about.

Herman B. Levy is the secretary of the association; he is well known in the legal field, and will devote his time at the head of the Grievance Committee. Mr. Levy says that an order was placed for lapel and insignia buttons which portrays the various objects of the association. These will be presented free to the first 500 members that enroll in the association. The design is beautiful. In the center of the button the scale of Justice is shown; at the top the globe and in the center the torch of enlightenment; then, alongside the wings of speed combined with the leaves of friendship. In the center the "C.S.A." appears. Mr. Levy further gives the purposes of the "C.S.A.", namely: to combine those who make their livelihood from the art of selling in every city and state in the entire United States to protect and better the deplorable conditions under which the sales-people are forced to work, to elevate the standard and prestige of salesmanship to its proper level, and to oppose labor without compensation.

The "C.S.A." was organized mainly for the purpose of salesmen and saleswomen; in reality, it is a protective and co-operative association for the benefit of employers as well, as each member is fully investigated, receives a membership card which is renewed monthly, if worthy.

There is a Grievance Committee which functions between the salesmen and the employers, and there is also an Aid Department for the benefit of members who are in distress. The association is furthering another plan which will be of great benefit to all its members; this, however, will be announced later, upon completion. Plans are being drawn up for the purpose of advertising extensively in the local as well as the city and national papers, and the advertising department has been ordered to prepare copy. While there is no restriction as to race or age for admittance in the association, they do not anticipate applicants above the age of sixty.—*Continental Salesmen's Association.*

LIGHT CIGARETTES BY STEAM

Have you ever seen a cigarette lighted by steam? It is one of those things that sound impossible—yet isn't. The visible cloud that escapes from the spout of a kettle or from the whistle of a railway engine is usually called steam. It is not really so. This cloud has ceased to be steam and has condensed to tiny droplets of liquid water. In real steam all the water is still in gaseous form and is invisible.

A small boiler capable of producing high-pressure steam can give out a small, invisible stream of steam that will set fire to a cigarette or a match. The visible "steam" of a kettle has the reverse effect of putting out flames.—*London Tit Bits.*

NEW WHELAN DRUG COMPANY STARTS DEVELOPMENT

THE newly organized Whelan Drug Company is of a drug-sundry store development which began eighteen years ago when the United, in its quest for stores, acquired a drug store at Flushing, New York, and a little later another at Perth Amboy, New Jersey. These two pioneers are today still important units of the new company.

Almost from the beginning of United Cigar Stores, consideration had been given to the idea of including drug stores in the cigar chain, both as a medium of further retail cigar and tobacco output, and because of the added income which pharmaceuticals and sundries would bring.

The two stores mentioned were the nucleus around which was built the sixty-odd combination drug-cigar-soda-luncheon-sundry stores taken over by Whelan Drhg Company from the United Retail Chemists Corporation, when the former was recently organized. These two first stores were incorporated as the Lauer Drug Company, a United Subsidiary, which gradually developed until it had about fifteen stores.

The Lauer name was finally changed to the United Cigar Stores Company, Drug Department, under which our drug stores continued to increase in number. It became evident, however, that the drug stores would operate to better advantage as a separate entity and the United Retail Chemists Corporation was organized and took over the chain.

The U. R. C. opened many new stores and also converted several United Cigar Stores into drug-cigar-sundry stores. The Whelan Drug Stores of Northern New Jersey were also taken over.

The Whelan Drug Stores had had their inception several years before in a cigar store at Orange, N. J., operated by the late Joseph Whelan. This store, which was the first United Cigar Agency, was later acquired by John T. Cassidy, now Director and buyer of the new Whelan Drug Company. Mr. Cassidy ran it as a cigar store for a time and then formed a partnership with Messrs. E. Francis and Albert Whelan under the name of the Whelan-Cassidy Company, Inc., which firm transformed it into a drug-cigar-soda-sundry store. The Company had, meantime, branched out with other stores at East Orange, N. J., and Bloomfield, N. J.

This partnership continued until Mr. Cassidy joined the United Cigar Stores forces, after which the firm became the Whelan Drug Stores, Inc., and finally merged with the United Retail Chemists Corporation, under the latter name.

Other consolidations took place, which lack of space prevents going into here, but those noted are enough to trace the origin and rise of the operations which led up to the Whelan Drug Company.

Mr. C. A. Whelan, Chairman of the Board of Directors, is well known to all United men as the President of their own company. He will bring to the new company all of the genius for chain store management and development which has characterized his intense activities in the building of his first love—the United Cigar Stores Company, which will still claim his unremitting attention.

Mr. Fred J. Griffiths is somewhat of a stranger to United folks, but they will be glad to know that he, in common with United executives, started from the bottom of the ladder.

Mr. Griffiths has been a life-long pharmacist, having started at the age of fourteen, as an errand boy in a

(Continued on Page 14)

THE FASTEST-GROWING CIGARETTE IN AMERICA

up!
up!
up!

Steadily up go the sales!

© P. Lorillard Co., Est. 1760

OLD GOLD

SMOOTHER AND *BETTER* . . . NOT A COUGH IN A CARLOAD

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHARLES J. EISENLOHR, Philadelphia, Pa.	Ex-President
JULIUS LICHTENSTEIN, New York, N. Y.	Vice-President
WILLIAM BEST, New York, N. Y.	Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y.	Vice-President
GEORGE H. HUMMELL, New York, N. Y.	Vice-President
H. H. SHELTON, Washington, D. C.	Vice-President
WILLIAM T. REED, Richmond, Va.	Vice-President
HARVEY L. HIRST, Philadelphia, Pa.	Vice-President
ASA LEMLEIN, New York, N. Y.	Treasurer
CHARLES DUSHKIND, New York, N. Y.	Counsel and Managing Director

Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

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CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
GEO S. ENGEL, Covington, Ky.	Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City	President
W. J. LUKASWITZ, Dayton, Ohio	Vice-President
MAURICE HARTMAN, Hartford, Conn.	Treasurer
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NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

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NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN	President
SAMUEL WASSERMAN	Vice-President
ARTHUR WERNER, 51 Chambers St., New York City	Secretary and Treasurer

NEW WHELAN DRUG COMPANY

(*Continued from Page 13*)

Buffalo, N. Y., drug store at the then considerable stipend of $2.00 a week. His day was fifteen hours, including Sunday—not counting the fact that he had to sleep in the store to answer the "night bell." He had an afternoon off once in two weeks if emergency did not arise to prevent it. Vacations and holidays were, of course, not intended for drug clerks and errand boys in those days. It was a pretty active job, but somewhere in it he found time to pursue his pharmaceutical studies and become a real prescriptionist and compounder, or whatever drug folks call that job.

Vice-Presidents Rugg and Kaufman are pioneers in United drug store development, Mr. Rugg, as all know, having been in full charge of the U. R. C. up to the time it absorbed the first Whelan Drug Stores. Since that time he has been in charge of Zone 11 and is today one of the field chiefs of the newer and bigger company.

Mr. Kaufman dates his time from the beginning when he was a store man and from which he gradually worked into the headquarters staff as chief of the Supply Department in addition to the valuable services he renders in the company's continued expansion.

John T. Cassidy, Director, is also closely connected with the supply end of the company, a capacity in which he is exceptionally proficient due to his long previous experience as a United buyer. He is also an efficient, practical store man, having had several years as owner and partner in the original Whelan-Cassidy stores in New Jersey.

Vice-Presidents E. Francis and Albert J. Whelan share with Mr. Rugg the field operations of the company, the former being Zone Manager of Zone 15, assisted by the latter who will shortly be in charge of the big new drug Zone now being formed in Greater New York. Both of the Whelan brothers are well known to United folks, having been for many years actively engaged in the Whelan-Cassidy stores and the United Retail Chemists.

The new company is already very actively engaged in forwarding its plans to enter many cities—plans which, it is necessary to add, can be better told about in coming editions. For the present it is enough to say that there will be no lagging and that within a short time its stores, the finest stores that modern mercantile and construction ingenuity can devise, will begin to make their appearance the country over, much as did the United Cigar Stores Company in its most intensive stage of development.—*The United Shield.*

A NEW ONE FOR D. EMIL KLEIN

D. Emil Klein Company, producers of the well-known "Haddon Hall," Nottingham" and "Emanelo," announces a new brand of cigar to retail for a dime. The new cigar will be sold under the brand name "Dimelo," and will be a full-sized, perfecto-shaped Havana-filled cigar with Sumatra wrapper.

It is hoped to get production of the new brand under way immediately so that deliveries may be made in a very short time.

After all nothing satisfies like a good cigar

A PESSIMISTIC LETTER

THE following letter was published in *The Cigar and Tobacco World,* London, Eng.:

SIR.—I would be pleased if you would allow me to reply through your columns to Mr. Knutford re "Cigar Propaganda." Mr. Knutford very kindly accuses me of being an automaton or robôt but —believe me or not—I would be delighted to sell cigars to all my customers the same as he would be to sell them to all his customers. Mr. Knutford mentions the "Eat More Fruit," "Eat More Bananas," and "Say it with Flowers" selling campaigns, but the whole thing is entirely different—the fruit and flower trades are live trades that were just freshened up with a dose of propaganda, but Mr. Knutford must face facts and remember that the cigar propaganda which he suggests and desires, if not dealing with a thing that is "stone dead," is almost the next thing to it.

I am modern enough to know that any commodity that is wanted, if advertised well and often, will sell. But I am also old-fashioned enough to know that if you took the front page of any of the well-known national 1d. morning papers every morning for three months and advertise crinoline skirts for women and silk hats for men, it would neither make women buy crinolines nor would it make men buy silk hats—times alter and fashions change—it is a case of the king is dead. "Long live the King"; cigars are dead—cigarettes have taken their place, and even the front page of the London Daily Mail will not make the young bloods of today get a liking for cigars.

If I remember rightly a Dutch firm of cigar manufacturers, three or four years ago, started to boom one of their lines in cigars very extensively—it was advertised in your journal quite a lot at the time, but they with almost unlimited resources behind them gave it up as a bad job and we never hear of them now.

Mr. Knutford in his letter states that I am so confident in my opinion. Well, I must admit that I am, but judging from the tone of his own letters I should not class him among the super-optimists in the cigar trade.—Yours faithfully,

PERCY GORDON.

13 Market Place, Hull.

ANTI-CIGARETTE GROUP SEEKS HEALTH RULE

The Anti-Cigarette Alliance has announced it will seek a ruling by the Health Department prohibiting employees of "Grocery stores and eating places" from smoking cigarettes while on duty. The proposition was discussed at a meeting held in Asheville, last week.

Dr. W. C. Fowler, health department head, when approached on the subject, said he had not been approached as yet on the matter by anyone from the alliance, and, so far as he knows, there is no law that could prevent clerks in stores or restaurants from smoking. He added, however, that no well-managed institution would permit the clerks to smoke during hours.

"LA PALINA" HOLIDAY PACKAGE CHANGED

The Congress Cigar Company is busy "re-vamping" its holiday package for the 1928 Xmas Season, and this year's variety package will contain an innovation in the shape of a single tier compartment tray and a bottom row, which will give the customer a package containing seven sizes instead of five as formerly.

The package will be placed in a holiday carton, and price lists are now being sent to the trade.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS
VERY MILD VERY MILD

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA
CIGAR

AMERICA'S THIRTY YEARS IN THE PHILIPPINES

FEW people fully realize the importance of Philippine trade in American overseas commerce. It is estimated that upon the completion of America's thirty years in the Islands on August 13, 1928, the total trade for the period will reach the high figure of $1,825,000,000. Starting at $50,000 for the first year of American occupation, the volume has rapidly increased until today it is approximately $200,000,000 per annum with prospects of greater growth.

Based on figures compiled by the Department of Commerce for 1926, Philippine trade with the United States exceeds that of any other political division of the world except a few of the leading commercial nations such as the United Kingdom, Germany, France and Japan.

Total Philippine trade with the United States is much greater than the aggregate for all the Central American countries, and is approximately equal to the combined American trade of all the countries on the west coast of South America—Chile, Bolivia, Ecuador and Peru.

The per capital purchases of American goods by the Philippines are more than twice that of China and one-third greater than that of Japan.

Philippine exports to this country, on the other hand, surpass those of Italy, Netherlands, Belgium, all the Mediterranean countries taken together (excluding Italy), all Oceania including the continent of Australia, and all of the vast continent of Africa.

These exports are mainly raw materials including cane sugar, cocoanut oil (edible and crude), copra or dried cocoanut, copra cake for dairy feed; desiccated cocoanut for confectionary uses; Manila hemp or abaca, the best known fiber for marine cordage; hardwood lumber, excellent for cabinet work and interior trim; gums and resins, and others too numerous to enumerate.

In addition, the following manufactured products are exported: Hard fiber cordage, some refined sugar, "mild and mellow" Manila cigars, exquisite "hand-embroidered and hand-sewn" women's and infants' wearing apparel, Paris-approved "Balibuntal" and "Bangkok" hat bodies for women and men, pearl buttons from the precious mollusks of the Island waters, "Bejuco" (rattan) furniture, and a few other articles of less importance.

The Philippine Archipelago is not the out-of-the-way islands of the South Seas. A tropical country rapidly progressing in a commercial sense, it is the richest of Uncle Sam's territories.

MENGEL BOX STATEMENT

Mengel Company reports for six months ended June 30, 1928, profit of $621,269 after interest and depreciation but before Federal taxes. In the previous year the company reported a profit of $587,856 after interest, but before depreciation and Federal taxes, in the six months ended June 30. For the June quarter profit was $272,632 after interest and depreciation but before Federal taxes, comparing with $348,637 in the preceding quarter.

In the second quarter of 1927 the company reported profit of $297,016 after interest but before depreciation and Federal taxes. Outstanding stock on June 30 consisted of 33,603 shares of seven per cent. cumulative preferred stock of $100 par and 60,000 shares of common stock of $100 par.

BUSINESS OUTLOOK

The National Bank of Commerce in New York in discussing current market conditions and the business outlook states:

Witn allowance made for the season, activity during the summer seems likely to be maintained on a very good level. The steel industry has completed a half year of record output and is still having a well-sustained and diversified volume of demand. The industry does not now see in prospect such a decline of production as the second half of last year brought, though prices show some signs of weakness. Many important steel-using lines are experiencing excellent business—agricultural implement makers are working at above rated capacity; no marked summer lull has developed in the automotive industry; structural steel purchases are in large volume, and the demand for tin plate is very good. Important as these facts are to steel itself, they are equally significant of conditions through widely differentiated lines of enterprise.

The high level of construction work is also broadly reflected in a variety of important lines—notably, the lumber industry finds itself, for the near future at least, in the best position of a number of years. Stocks of coal have been worked down to a comparatively low level, so that production and shipments should show some increase. Due in some measure to the success which has attended the co-operative efforts of the petroleum industry to hold production in line with requirements, and to the record consumption of refined products, gasoline markets have shown increasing strength.

Rubber consumption for June set a new high record, and tire manufacturers are operating on heavy schedules as consumers' demand approaches its seasonal peak. Shoe production is picking up in anticipation of the fall trade, for which the outlook is regarded as good. Dullness continues in wool textiles. Sales of cotton cloths showed a gain in June as compared with May, but even so stocks were increased slightly. The cotton industry, however, shows a determination to get production down to the point where the burdensome stock position can be corrected.

It is as yet too early to count the outturn of this year's harvest, but on the basis of current conditions fairly good crops seem probable although not all sections will share equally. The season began with a serious weather handicap. For cotton, the poor start has been more or less offset by a substantial increase in the acreage planted; this together with the better weather of recent weeks leads to expectations of a crop of average size. The Government's July 1 report foreshadowed a decrease in spring wheat and a sharp deduction in soft winter wheat which is partially offset by good prospects for hard winter wheat. The corn crop was estimated at about fifty million bushels less than last year's; the outlook is for a better crop within the corn belt itself, the loss being in areas outside the belt. The outlook for fruit crops is excellent.

AMOUNT OF BUSINESS SECURED BY SALESMEN IN THE MORNING

An investigation by the United States Chamber of Commerce shows that a great many salesmen are only getting from two to four per cent. of their business before eleven o'clock, while the best average was made by one group who get 30 per cent. of the total sales in the morning. The most successful individual salesmen, however, obtain from 50 to 60 per cent. of their business before the noon hour.—"Dorrance, Sullivan & Co., Inc., Advertising Agents, New York."

WHITHER WHOLESALING?

(Continued from page 4)

them. Others, pleased by several initial successes, discovered later that they were unable to maintain adequate distribution over a period of time. If they had not been limited by lack of an effective technique of distribution, they would have been limited by the impressive geographical facts.

"It is true that manufacturers of certain special goods, particularly those which do not demand a wide distribution, can operate without the wholesaler. They sell, say, to a few large department stores which absorb all of their output almost automatically.

"Too often, of course, these manufacturers become dependent upon a group of large stores or upon a few large buying groups. While this may result in a favorable position for the retail group, it may also tie the manufacturer's hands. And if his current market, limited and concentrated as it is, slips away from him, he is faced with the sometimes hopeless task of establishing profitable distribution in new fields.

"The Future of Wholesaling

"It must be recognized that wholesalers perform certain definite functions which no other agencies appear to be able to perform so effectively. Just as the wholesaler is indispensable to thousands of retailers, so is he essential to many manufacturers. For example, one particular manufacturer has 80,000 points of retail distribution in this country. What a colossal and expensive task it would be for the manufacturer's representative to call on these dealers constantly and to supply their needs!

"Not only is wholesaling a most effective method of distribution in this and in many other instances—it is often by far the most economical method.

"Wholesaling Progress

"Progressive wholesalers are not satisfied today merely to rest upon their undoubted economic position. There is no disposition on their part to regard themselves as necessary solely because of geographical requirements. They are seeking ways and means for improving the character of the assistance which they give both to manufacturers and to retailers.

"One movement which is discernible in nearly every section of the country is their effort to bring about closer and more satisfactory relations with manufacturers and retailers. This is especially apparent in the greater attention which wholesalers are giving to the needs of retail customers.

"Realizing the importance of consumer needs and preferences, wholesalers are co-operating in many lines of business with retailers in making a constant study of consumer demand. And they are assisting retailers more than ever before in selecting stock and analyzing merchandise from the retailer's viewpoint.

"A Suggestion

"There has been a good deal of talk about the new competition. In the next few years there is going to be another emphasis—the new co-operation will take the center of the stage.

"Retailers are coming to depend more and more upon the wholesaler's merchandising knowledge and background of experience. Undoubtedly, the wholesaler has a valuable background of ascertained fact—and when he is ready to put this at the service of the retailer, an opportunity exists which means much to all retailers.

(Continued on Page 18)

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

HAVING LOCATED IN DALLAS, TEXAS, WOULD LIKE TO hear from Cigar Factories making Class C and up, requiring representation in this live State with its many growing cities. Must be exceptionally high class merchandise, because the "Big Boys" are certainly after the business down here too, and goods must be attractive propositions to even get a hearing with the better class jobbers.

Would also like Specialties suitable for carrying with cigars as side line. What have you? Address John H. Baker, 3400 Cole Avenue, Dallas, Texas.

CIGAR JOBBERS WANTED IN NEW JERSEY AND WEST VIRGINIA on five-cent and ten-cent and up quality brands. Cigar manufacturers since 1892. For information write Box No. 520, care of "The Tobacco World."

POSITION WANTED

STRIPPER FOREMAN DESIRES POSITION. Experienced in Handling all Grades of Tobacco. Can handle large productions. Familiar with stripping machines. Willing to go out of town. Address Box 522, "The Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

The Tobacco World

Established 1881

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TOBACCO WORLD CORPORATION
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Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

COHEN'S and KELLY'S WONDER VALUE:—45,270. For all tobacco products. Martin Rachoff, Chicago, Ill. July 27, 1928.

KILTIE:—45,271. For tobacco pouches. The Burtis Co., Inc., Newark, N. J. July 30, 1928.

SORBONNE:—45,283. For all tobacco products. Federated Cigar Co., Inc., Camden, N. J. July 20, 1928.

PILGRIM MASTERS:—45,284. For all tobacco products. S. Stein, Milwaukee, Wis. August 3, 1928.

REDWOOD EMPIRE:—45,286. For all tobacco products. Carl A. Beck, proprietor Red Seal Cigar Co., San Francisco, Cal. August 6, 1928.

TRANSFERS

TREATY BOND:—76,265 (U. S. Patent Office). For cigars. Registered December 28, 1909, by Chas. P. Stanley Cigar Co., St. Louis, Mo. Transferred by Paul I. Hale, St. Louis, Mo., trustee of the original registrant, to Ralph L. Stanley Cigar Co., St. Louis, Mo., July 12, 1928.

CONSOLATION:—4,446 (Tobacco Leaf). For cigars. Registered January 14, 1890, by Gegner & Klinger, Philadelphia, Pa. Transferred to Chas. P. Stanley Cigar Co., St. Louis, Mo., and re-transferred by Paul I. Hale, St. Louis, Mo., trustee of Chas. P. Stanley Cigar Co., to Ralph L. Stanley Cigar Co., St. Louis, Mo., July 12, 1928.

LIBERTY BOND:—40,221 (T. M. A.). For all tobacco products. Registered May 7, 1917, by American Litho. Co., New York, N. Y. Transferred to Chas. P. Stanley Cigar Co., St. Louis, Mo., and re-transferred by Paul I. Hale, St. Louis, Mo., trustee of Chas. P. Stanley Cigar Co. to Ralph L. Stanley Cigar Co., St. Louis, Mo., July 12, 1928.

SIR ARTHUR SULLIVAN:—73,234 (U. S. Patent Office). For cigars. Registered April 6, 1909, by Chas. P. Stanley Cigar Co., St. Louis, Mo., and **10,042** (Trade-Mark Record), for cigars. Registered January 19, 1891, by Geo. S. Harris & Sons, Philadelphia ,Pa., and through mesne transfers acquired by C. P. Stanley, St. Louis, Mo. Re-transferred by Paul I. Hale, St. Louis, Mo., trustee of Chas. P. Stanley Cigar Co., St. Louis, Mo., to Ralph L. Stanley Cigar Co., St. Louis, Mo., July 12, 1928.

REGINELLA:—22,371 (Trade-Mark Record). For cigars. Registered February 27, 1900, by Geo. Schlegel, New York, N. Y. Transferred to Chas. P. Stanley, St. Louis, Mo., and re-transferred by Paul I. Hale, St. Louis, Mo., trustee of Chas. P. Stanley Cigar Co., to Ralph L. Stanley Cigar Co., St. Louis, Mo., July 12, 1928.

CHASTAN:—12,901 and **74,643** (U. S. Patent Office). For cigars. Registered May 22, 1905, and July 27, 1909, respectively, by Chas. P. Stanley Cigar Co., St. Louis, Mo. Transferred by Paul I Hale, St. Louis, Mo., trustee of the original registrants, to Ralph L. Stanley Cigar Co., St. Louis, Mo., July 12, 1928.

EL CHASTAN:—30,305 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered September 11, 1905, by Chas. P. Stanley Cigar Co., St. Louis, Mo. Transferred by Paul I. Hale, St. Louis, Mo., trustee of the original registrant, to Ralph L. Stanley Cigar Co., St. Louis, Mo., July 12, 1928.

SAFRA:—26,634 (U. S. Tobacco Journal). For Egyptian and Turkish cigarettes. Registered February 19, 1903, by Chas. P. Stanley, St. Louis, Mo., and **30,319** (United Registration Bureau), for cigars. Registered September 1, 1915, by Chas. P. Stanley Cigar Co., St. Louis, Mo. Transferred by Paul I. Hale, St. Louis, Mo., trustee of the original registrants, to Ralph L. Stanley Cigar Co., St. Louis, Mo., July 12, 1928.

NAVILLUS:—32,236 (Tobacco Leaf). For cigars. Registered September 28, 1906, by Chas. P. Stanley Cigar Co., St. Louis, Mo. Transferred by Paul I. Hale, St. Louis, Mo., trustee of the original registrants, to Ralph L. Stanley Cigar Co., St. Louis, Mo., July 12, 1928.

FLORIDA QUEEN:—43,960 (T. M. A.). For cigars. Registered October 21, 1924, by American Litho. Co., New York, N. Y. Through mesne transfers acquired by Eimerbrink Cigar Co., Tampa, Fla., and re-transferred to J. T. Treasure, Tampa, Fla., June 26, 1928.

PADEREWSKI:—14,225 (Tobacco Leaf). For cigars. Registered October 27, 1897, by Geo. S. Harris & Sons, New York, N. Y. Transferred to The Tom Reed Cigar Co., Duluth, Minn., and re-transferred to Leonard Kunka Cigar Box Factory, Chicago, Ill., prior to 1920.

IGNATIUS L. PADEREWSKI:—18,284 (Trade-Mark Record). For cigars. Registered October 23, 1897, by Geo. S. Harris & Sons, New York, N. Y. Transferred to The Tom Reed Cigar Co., Duluth, Minn., on April 28, 1905, and re-transferred to the Leonard Kunka Cigar Box Factory, Chicago, Ill., prior to 1920.

PRELIMINARY REVIEW OF THE TOBACCO EXPORT TRADE FIRST HALF OF 1928

The United States export trade in tobacco products for the first half of 1928 presents a situation most gratifying to the manufacturers but the leaf export trade is characterized by a sharp decline, according to official trade statistics interpreted by the Tobacco Section of the Department of Commerce. The exports of cigarettes from January to June, 1928, amounted to 5,625,000,000 in number, an increase of 31 per cent., compared with a corresponding period of 1927; exports of chewing tobacco increased by 11 per cent.; exports of smoking tobacco declined by 9 per cent.; and exports of "other tobacco manufactures" (mostly snuff and cigars)show an increase of 67 per cent.

The leaf trade, although characterized by encouraging increases in cigarette tobaccos and black fats, amounted on the whole to only 240,133,000 pounds, a decrease of nearly 9 per cent. compared with the first half of last year.

In cigarette tobaccos, the inroads which British Colonial produce has made on American leaf is more than offset by an increased trade with China; trade with Australia, Japan, Java, Canada and the Netherlands also shows a wonderful pick-up.

Dark tobaccos of both fire cured and air cured types are still at great disadvantage on foreign markets owing to the fact that they are more easily substituted than light tobaccos and are thus in line for stronger competition.

The July forecast of the Department of Agriculture for tobacco acreage and production shows a probable United States crop of 1,312,000,000 pounds in 1928 from a planted area of 1,856,000 acres; compared with data for 1927 the present crop represents an increase of 6 per cent. on production and 15 per cent. on area planted.

Ellis Russell, who recently joined the sales organization of Cullman Brothers, leaf tobacco brokers of New York City, has returned from a trip through the York County manufacturing district and reports that business is good in that territory.

WHITHER WHOLESALING?

(Continued from page 17)

"Manufacturers depend definitely upon the wholesaler. They have found, through experience, that his knowledge of distribution is frequently supplemented by an ability to sell, which, while not always apparent, is nevertheless present as an invaluable asset to the manufacturers who are endeavoring to cultivate a wide market."

BUYERS' GUIDE

CIGAR BOXES

NIC. ALTHAUS CO
MANUFACTURERS OF HIGH GRADE CIGAR BOXES
CEDAR SAW AND PLANING MILLS
LABELS, RIBBONS CIGAR MAKERS SUPPLIES
TEL. ASHLAND 5242 ESTABLISHED 1875.
637-641 EAST 17TH ST. NEW YORK.

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

It Pays to Advertise

IN THE

TOBACCO WORLD

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
607 Shelby Street :: DETROIT, MICH.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

Colorgraphic
LABELS-BANDS-ADVERTISING
WINDOW TRANSPARENCIES
Quality Service
AMERICAN LITHOGRAPHIC COMPANY
NINETEENTH STREET & FOURTH AVENUE—NEW YORK
88 E. WASHINGTON ST CHICAGO · FIRST NATIONAL BANK BLDG TAMPA · 820 POYDRAS ST NEW ORLEANS · 163-173 MAIN ST SAN FRANCISCO

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R. L. POLK & CO.,
Detroit, Mich.
Largest City Directory Publishers in the World—Mailing List Compilers—Business Statistics—Producers of Direct Mail Advertising

The Standards of America
Lorillard's Snuff, Est. 1770
Rail Road Mills Snuff, Est. 1825
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ALL OF THE OLD ORIGINAL
Maccoboys Rappees High Toasts
Strong, Salt, Sweet and Plain Scotchs
Manufactured by
GEORGE W. HELME CO.
111 Fifth Avenue, New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

VERY MILD AND MELLOW

Philippine tobacco plantation in Isabela Province, Cagayan Valley, where the overflow of the river restores the soil and tobacco grows luxuriantly.

FINE TOBACCO

Naturally Mild and Sweet - and Grown and Ripened Under a Tropical Sun, are the Reasons Why

THOSE MANILA CIGARS SATISFY SMOKERS

Manila is making the best cigar in the world for a nickel Spanish hand-work, Perfecto shapes, long-filler, light colors attract the eye and intrigue the taste. Better grades in Class B, C and D are also making friends wherever a very mild cigar is in demand.

Do you want a substantial business at a good profit? Do you want a line that will bring smokers to your store and hold them steady customers?

THEN GET A STANDARD MANILA LINE.
PUT IT TO WORK AND WATCH IT GROW!

Booklet, information on application to

THE MANILA AD AGENCY

C. A. BOND, Mgr.

15 WILLIAM STREET, NEW YORK

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SEPTEMBER 1, 1928

VOLUME 48 No. 17

THE TOBACCO WORLD

Come to PORTO RICO

and convince yourself of the superior quality of this excellent

TOBACCO

DO NOT DELAY! We earnestly advise that, to avoid disappointment, you contract for your requirements AT ONCE! Latest advices from the Island show that, due to the shortage of the 1928 crop and its unusually high quality, holdings are being rapidly disposed of.

Due to the scientific methods of seed selection, planting, harvesting and curing—Due to the close supervision by the Departments of Agriculture of both the United States and Porto Rican Governments—There has been an astonishing improvement in the quality of Porto Rican tobacco in the past few years.

Porto Rican tobacco is smooth, free-burning and fragrant—better qualified than any tobacco in the world to meet the present public demand for a good, MILD cigar—at an attractive price.

Its increasing use by watchful manufacturers is therefore easily explained.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDANA, General Manager New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

GIVE YOUR CIGARS THE AIR--

To Assure Their Best Condition

Don't pack your cigars in air-tight containers. Pack them in Wooden Boxes so they will be conditioned properly when the smoker buys them.

Wooden Cigar Boxes help cigars to condition themselves because the porous wood permits the necessary air circulation.

Wooden Boxes also improve the mellowness and flavor by blending with the cigar's aroma the natural fragrance of the wood.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

Volume 48

THE TOBACCO WORLD

Established 1881

Number 17

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year | PHILADELPHIA, SEPTEMBER 1, 1928 | Foreign $3.50

SIXTEEN DRUG FIRMS FORM COMBINE

A NATION-WIDE combination of sixteen wholesale drug firms, some of which are also wholesale distributors of cigars, was announced last week.

The combination will be known as McKesson & Robbins, Incorporated, and headquarters will be in New York City.

The company is capitalized at 5,000,000 shares of common stock of no par value and 500,000 shares of preferred stock of $50 par value.

The firms entering at present into the formation of the consolidation are the Minneapolis Drug Company, of Minneapolis, Minn.; Fuller-Morrison Company, Chicago; Churchill Drug Company, Burlington and Cedar Rapids, Iowa, Peoria, Ill., and Omaha; Bedsole-Colvin Drug Company, Mobile, Ala.; Eastern Drug Company, Boston; Farrand, Williams & Clark, Detroit; Paxon & Gallagher, Kansas City; Gibson-Snow Company, Incorporated, Albany, and other New York points; Hall-Van Gorder Company, Cleveland; Kirk-Geary & Company, Sacramento, Cal.; Langley & Michaels Company, San Francisco, Fresno and Oakland, Cal.; Murray Drug Company, Columbia, S. C.; McKesson & Robbins, Incorporated, New York and Bridgeport, Conn.; Roeber & Kuebler Company, Newark, N. J.; Southern Drug Company, Houston, Tex., and Western Wholesale Drug Company, Los Angeles, San Diego, Cal., and Phoenix, Ariz.

Each of the firms will retain its existing corporate identity, but will turn all its outstanding stock over to the holding corporation of McKesson & Robbins, Incorporated, and receive in exchange for it common and preferred stock in the holding corporation.

F. D. Foster is president of the combination, with George V. Doerr, vice-president.

The board of directors consists of:

J. L. Bedsole, Maynard S. Bird, Frank E. Bogart, Edward M. Bradley, Waddill Catchings, Warren N. Churchill, F. Donald Coster, Charles F. Cutler, George V. Doerr, Robert A. Fairbairn, Henry D. Faxon, W. F. Geary, William W. Gibson, B. B. Gilmer, John H. Goss, Oliver Gould Jennings, Walter B. Lashar, Horace B. Merwin, C. F. Michaels, James W. Morrisson, William J. Murray, Jr., E. B. Patten, Rowley W. Phillips, D. W. Ramsaur, Herbert D. Robbins, L. D. Sale, V. Barnum Seeley, Robert A. C. Smith, Julian F. Thompson, A. H. Van Gorder.

It is expected that many more firms, some probably engaged in other than the drug and cigar industries, will be taken into the combination at a later date.

The executive offices of McKesson & Robbins, Incorporated, will be located in New York City, while the manufacturing plant will be in Bridgeport, Conn.

R. J. REYNOLDS TOBACCO COMPANY NOT CONNECTED WITH REYNOLDS METALS COMPANY

CONTRARY to an announcement published in August 15th issue of THE TOBACCO WORLD that the R. J. Reynolds Tobacco Company was beginning the manufacture of tin foil for its own use through its subsidiary recently organized under the name of the Reynolds Metals Company, we have been advised by V. A. Gwyer, vice-president of the Reynolds Metals Company, that the R. J. Reynolds Company has no interest in and is in no way connected with the Reynolds Metals Company, and we take this means of making this correction for our readers.

SCHULTE MAKES $1,000,000 PROFIT ON PROPERTY RE-SALE

A profit of $1,000,000 is reported to have been made by the Schulte Real Estate Company, on the re-sale of a property located at 52nd Street and 5th Avenue, New York City, and purchased by the Schulte Company a little more than a year ago.

The site was formerly occupied by the W. K. Vanderbilt mansion and at present is occupied by one four-story and one five-story modern building with stores on the first floors.

This is the second property to be sold by the Schulte Company at $1,000,000 profit within a few years. The first property having been the Aeolian Building on 42nd Street, New York City, which was held by the Schulte Company for only three months before being re-sold at this enormous profit.

CONSOLIDATED TO RESUME RADIO ADVERTISING

The Consolidated Cigar Company will resume their broadcasting of the "Dutch Master" Minstrels over the radio on Tuesday evening, September 4th, through Station WJZ, of New York City. The program will start at 9.30 P. M., each Tuesday evening.

HARWOOD OFF TO EUROPE

Frank W. Harwood, advertising manager for the American Tobacco Company sailed last week from New York on board the steamer *Paris* for a month's vacation in Europe. He was accompanied by his wife and daughter. They expect to tour England and France.

STICKNEY IN ATLANTIC CITY

A. T. Stickney, president of the Stickney-Hoelscher Cigar Company, of St. Louis, Mo., is spending a few weeks vacation at Atlantic City, N. J., "The World's Playground."

GEORGIA GROWERS CHARGE CONSPIRACY

TOBACCO growers in Georgia are considerably concerned over the prices being paid for their leaf tobacco on the markets there this year, and the feeling has become so wide-spread that the Agricultural Department of Georgia is reported to have asked for a Federal investigation, charging the tobacco companies with entering into a conspiracy to keep the price of tobacco below the point where the growers can make a profit on their crops.

The only remedy would seem to be for the Georgia growers to set their own price on their crop, which of course must be a fair price, rather than allow the buyers for the tobacco companies to buy their tobacco at whatever price they see fit to pay. Business is business, and it is only natural for the buyers to secure the tobacco for their requirements at as low a price as possible.

Eugene Talmadge, State Commissioner of Agriculture, in a letter to the Federal Trade Commission, stated:

"The only explanation so far offered for this state of affairs is the estimated increase in the crop this year as compared with 1927. I have taken occasion this morning to carefully compare the figures issued by the United States Census Bureau in other crop reporting agencies and find that the estimated increase in yields of bright tobacco for Georgia, South Carolina, North Carolina and Virginia, which covers the entire bright tobacco belt, is only 4 per cent over 1927 while the decrease in price is 31.6 per cent.

"The average price in Georgia last year was actually 17.7 per cent, under the average price paid for the four states mentioned, thus the price being paid in Georgia today is more than 40 per cent decrease over the average price for the entire belt last year.

"From this it would seem that Georgia farmers certainly are being discriminated against and I respectfully urge that your commission start a thorough investigation at the earliest possible moment, as the sales season will not last more than three or four weeks longer, and it is therefore very important that whatever is done must be done quickly.

"I have every reason to believe that there has been collusion on the part of tobacco interests to unduly depress prices in Georgia in violation of the Sherman anti-trust law."

HI HAMMER STARTS WORLD TOUR

Hi Hammer, one of the best known cigar salesmen in the industry, and former sales manager of Corral, Wodiska y Ca., of Tampa, Fla., sailed last week from San Francisco, on board the Robert Dollar liner "President Wilson" for a trip around the world.

Mr. Hammer expects to make a stop over in the Philippines and the Hawaiian Islands, and to take in everything else there is to see and do while on the trip.

His many friends on the Pacific coast gave him a rousing send-off when he boarded the steamer.

SAPIRO TO HEAD NEW BANK

Aaron Sapiro, organizer of many tobacco growers' co-operative associations throughout the country, has been named president of the Journal Square National Bank, of Jersey City, N. J. The bank is owned by William Harris, a Newark, N. J., lawyer, who recently purchased control of the bank at an auction sale authorized by the Chancery Court in Newark.

LIGGETT & MYERS MAY ISSUE ADDITIONAL STOCK

ACCORDING to the *Wall Street News,* the sales of popular priced cigarettes increase steadily year by year, regardless of general business conditions, and the Liggett & Myers Tobacco has one of the best sellers in this field. Consequently the earning power of this company has shown a consistent growth and gained more than 94 per cent. from 1923 to 1927.

It is believed by some that stockholders of the company may be offered some rights early next year and that the company may sell some additional Class B stock.

While the company is not in any need of additional working capital, the proceeds of the sale of the new stock will probably be used to expand the business.

DELACOUR & LEWIS IN BANKRUPTCY

The Delacour & Lewis Corporation, 912 Broadway, New York City, importers and wholesale distributors of smokers' articles, have filed a petition in bankruptcy, listing liabilities at $63,162 and assets at $48,506. The assets consist of $22,697 accounts receivable and $23,322 stock on hand.

The principal creditors listed are: A. Delacour, St. Claude, France, $40,594; Delacour Brothers, Limited, London, England, $17,978; Farquhar J. MacRae & Company, $1500, and Paul E. Poitras, $1250.

TAMPA FACTORIES CLOSE BECAUSE OF TOO MUCH HUMIDITY

A number of cigar factories located in Tampa, Fla., were closed on Tuesday, August 14th, on account of the excessive humidity resulting from the heavy rains experienced there during the preceding week.

The average output of Tampa factories is approximately 1,500,000 cigars a day, but the highly absorbent qualities of the tobacco leaf causes it to take up so much moisture that it cannot be worked satisfactorily on damp days, according to A. Ramirez, secretary of the Tampa Cigar Manufacturers' Association.

NEW COMPANY FOR CAMDEN

The National Cigar Company, of Camden, N. J., has received a charter from the State of Delaware, with authorized capital of two hundred fifty thousand shares of common stock, through the Corporation Guarantee and Trust Company, of Wilmington, Del.

KLINE REDUCES PRICE OF CIGAR-ETTES

E. A. Kline & Company, manufacturers of the "Medalist" cigar and Medalist "Cigar-ette" has reduced the wholesale price of the all-tobacco "Cigarette" to $12.50 a thousand, thus enabling the retailer to sell them at fifteen cents a package.

WM. BEST ON VACATION

William Best, vice-president of The General Cigar Company, is spending his vacation at Saranac Lake.

BALTIMORE DISTRIBUTOR A VISITOR

A. C. Davis, of the Neudecker Cigar Company, Baltimore, Md., was visitor at Bayuk headquarters here last week.

A Great Long Filler Machine

Improved!

With Three Important Stock and Cost Saving Features—

1. Binder Suction Table with Individual, Direct-Connected, Motor-Driven Suction Fan;
2. Latest Type of Friction Clutch and Emergency Stop;
3. The Famous Alemite-Zerk System of Lubrication.

Labor Stock and Money Saving Features

A—The Binder Suction Table assures smoother and more perfectly rolled bunches. It also effects saving in binders because smaller binders can be used.

B—The latest type of friction clutch and emergency stop makes the machine run more smoothly and permits the instantaneous stopping of the machine at any point. It also reduces the upkeep cost.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the fillers mechanically in exactly the same way as this is done by hand; a few sprigs of fillers being intermittently added until the bunch is built up to the proper size and condition.

F—Improved method of filler feeding insures uniform results even with inexperienced operators.

G—Any size or shape of bunch, and both right and left hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators it produces 450 to 500 uniform bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of fillers.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

Write for illustrated price folder and complete Model S information

The **MODEL S UNIVERSAL**

Long Filler Bunch Machine

(Non-Blending Type)

For High Grade Work

THE MODEL S Universal Long Filler Machine is now being made with (or without) Binder Suction Table and with (or without) individual direct-connected, motor-driven suction fan. This new suction feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also *effects a saving of binders* because smaller binders can be used.

This High Grade Long Filler Bunch Machine is built with the latest type of friction clutch and emergency stop. This causes the machine to run more smoothly and permits the stopping of the machine at any point in its operation. It also reduces the upkeep cost of the machine.

The Model S is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

The price of the Model S Universal Long Filler Bunch Machine (non-blending type) equipped with ½ H. P. motor, individual drive equipment and two chairs, is

$1450

Convenient Time Payment Terms

With Binder Suction Table . . $50.00 extra
With individual direct-connected, motor driven Suction Fan . . . . . $75.00 extra

Prices F. O. B. Factory Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

PHILADELPHIA.

BAYUK PREFERRED CONVERTED

THE recent striking from the list of the New York Stock Exchange of Bayuk Cigars, Incorporated, seven per cent convertible second preferred stock indicates the almost complete conversion of that issue into common stock of the company. Conversion rights expired July 31st. Less than 200 shares of the $1,300,000 issue remained outstanding at that time.

JOHN MIDDLETON SELLS BUILDING

John Middleton, who conducts the cigar store at 1211 Walnut Street, has sold the building which he now occupies, but will continue to conduct his store at the same address.

Mr. Middleton is one of the oldest pipe and tobacco retailers in Philadelphia, and is the manufacturer of the famous "Walnut" blend smoking tobacco.

The Middleton store was for a long time a well-known landmark at Second and Dock Streets, but moved to its present location several years ago.

TOBACCO SALESMAN DROWNS

The body of Raymond Johnson, a salesman for a cigar sales corporation near 21st and Arch Streets, was found in the Schuylkill River last week after police had dragged the river after finding his automobile parked on the Girard Avenue Bridge with his coat neatly folded on the seat.

Mr. Johnson had been in a highly nervous state for some time and had consulted a physician in regard to his condition only the night before his death.

"HABANELLOS" IN CLEVELAND

George Zifferblatt, of G. Zifferblatt & Company, manufacturers of the "Habanello" cigar, has recently returned from a trip to Cleveland, where he visited the Gollmar Cigar Company, distributors of that city who have recently taken on his brand. He found his brand enjoying a very satisfactory demand in that territory.

NEW STORE FOR SOUTH FOURTH STREET

A cut price cigar store with soda counter has been opened this week at 14 South Fourth Street. The store is located next to the Bourse Building and should prove an excellent stand. R. Snyder is the proprietor.

"JIM" BRADY IN HOSPITAL

THE many friends of J. Reynolds Brady, better known as "Jim," 3852 North Park Avenue, will regret to learn that he is again in the hospital for observation and treatment. "Jim" has been ill for some time due to anemia, and although he spent some time in a hospital several months ago, several eminent physicians have pronounced him 100 per cent perfect.

During the past month he has been growing weaker and decided to return to the hospital this week for further observation and treatment. "Jim" is well known among the cigar and cigar box manufacturers in Pennsylvania, and THE TOBACCO WORLD joins his many friends in wishing him a full and speedy recovery.

NAX ESTATE CONSISTS OF VARIED INVESTMENTS

The inventory of the Estate of William Nax, retired pipe manufacturer, who died at the Bellevue-Stratford Hotel on July 21st, recently filed, lists the following investments:

Two hundred and eighty shares U. G. I., $370,432; 60 shares National Bank of New York, $48,900; 2000 shares By-Product Coke Company, $142,500; 40 shares Integrity Trust Company, $27,600; 1100 shares National Gypsum Company, $36,100; 750 shares Philadelphia Rapid Transit, $41,254; 395 shares Philadelphia Electric Power Company, $11,603; 57 shares Canadian Pacific Railway Company, $11,514, and 560 shares Tacony-Palmyra Bridge Company, $14,000.

The estate is valued at $1,308,890 and was bequeathed to his wife, Mrs. Louisa E. Nax.

SCHNEIDER ELECTED DIRECTOR OF EISENLOHR

Anthony Schneider, president of the Union Cigar Company, was recently elected a director of Otto Eisenlohr & Brothers, Incorporated, to fill a vacancy on the Board.

SCHWARTZ VISITS CONNECTICUT MARKET

Benjamin Schwartz, leaf buyer for the Congress Cigar Company, was a recent visitor to the Connecticut leaf market, looking after the requirements for their "La Palina" cigar.

CIGAR PRODUCTION SHOWS DECREASE FOR JUNE

THE following figures showing cigar production for the month of June, 1928, as compared with the same month of 1927 have been compiled by The Tobacco Merchants Association:

	June, 1927	*June, 1928*
Cigars—		
Class A—U. S.	278,457,405	292,641,215
Class B—U. S.	65,800,620	59,346,245
Class C—U. S.	217,141,998	209,124,870
Class D—U. S.	12,818,623	12,716,515
Class E—U. S.	2,308,924	2,166,888
Total U. S.	576,527,570	575,995,733
Total P. R.	11,112,110	13,196,007
Total P. I.	11,097,271	16,963,138
Grand Total	598,736,951	606,154,878
Little Cigars—		
U. S.	47,123,507	40,449,107
P. R.	1,500,000	.....
Total	48,623,507	40,449,107
Cigarettes—		
U. S.	8,736,464,403	9,690,961,112
P. R.	41,000	130,000
P. I.	172,121	208,149
Total	8,736,677,524	9,691,299,261
Large Cigarettes—		
U. S.	583,949	831,600
P. R.	752,000	275,000
P. I.	1,200	.....
Total	1,337,149	1,106,600
Snuff—		
All U. S. Lbs.	3,066,213	3,324,802
Tobacco—		
U. S. Mfd. Lbs.	31,992,441	30,476,559
P. I. Mfd. Lbs.	33	121
Total	31,992,474	30,476,680

LANCASTER COUNTY WILL HAVE FINE CROP

At a meeting of the Lancaster Tobacco Growers' Association, held at the experimental station on the Edward Hibshman farm, at Ephrata last week, it was indicated that increased acreage and unusually large plants point to a record crop of Lancaster County Tobacco this year. More than 100 tobacco growers were present at the meeting.

Results of experiments in connection with the control of wildfire were discussed by Otto Olsen, head of the State College tobacco research department.

At the annual Lancaster County Agricultural Fair, held last week, Lancaster County tobacco growers exhibited some excellent tobacco taken from their crops. Sweepstake prizes were awarded the grand winner.

Lancaster County, Pennsylvania, led all the other counties in the State in 1927 in total production of corn, wheat, tobacco and hay; in acre yield of corn; in number of milk cows; and total milk production; in number of chickens on farms and eggs produced, and in the number of horses.

AMERICAN BUSINESS IN THE FIRST HALF OF 1928

THE nation's business during the first half of 1928 exhibited a continuance of the activity and progress which has now lasted for a sufficient number of years to mark a general stability unparalleled in the economic history of the United States or any other important industrial country. This conclusion is based upon business indicators compiled from reports of governmental and private statistical organizations for the commerce department's semi-annual review of economic conditions. The department also points out that the indices show that the only important industries which are lagging behind the national pace are textiles in the manufacturing group, and agriculture, and coal among the basic raw material industries.

With only occasional minor recessions, such as appeared for example during a few months of 1927, business and industry as a whole, the indicators show, remained at a high level for a long period of time. This period has been one of almost unbroken increase in production and consumption, without exhibiting any of the characteristics of a business boom. There have been unprecedented amounts of savings and investments of new capital in recent years. This investment together with improvements in methods have greatly increased the efficiency of industry and the output per worker.

The general quantitative index of manufacturing production, the most comprehensive of all measures of industrial activity, in the first half of 1928 exceeded the previous high record of the first half of 1927. The building industry, which has been during all recent years a very important factor in creating demand for manufactured products and for labor, showed greater activity than in any other six-months period in American history. The automobile industry, which so conspicuously reflects the buying power of the people, had a larger output than at any time except the first half of 1926.

The sales of mail-order houses were the largest on record, a fact partly due to the establishment of retail store outlets by the leading houses. The general volume of industrial and commercial transactions, as reflected by the value of the checks passing through the banks for payment (not counting New York City, where speculative stock transactions greatly affect the totals) showed a gain of 9 per cent over the first half of 1927, which itself had made the highest record up to that time.

Electric-power production, which has been increasing very steadily at a rate usually exceeding 10 per cent annually, continued its expansion during the first half of 1928. The constantly wider use of electricity for domestic purposes reflects increasing comfort of the masses of the population, while its great expansion in industrial use means a gain in productive efficiency of factories and mines.

These are some of the major facts in the economic situation. Many other less comprehensive indicators point in the same direction. As compared with the corresponding period of 1927, the first half of 1928 showed a gain of 5 per cent in consumption of silk by textile manufacturers, and a marked increase in rayon consumption. Production of shoes was larger than in the first half of any preceding year, and the production of steel ingots was greater than in any other six months not excepting the war period. Business failures dur-

(Continued on Page 14)

Won on Service

By bringing greater pleasure in smoking, Camels have won first place by billions and keep right on growing.

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

CAMELS

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

DUE to the continued increase in the production of cigarettes collections by the Federal Government from the taxes on tobacco during the fiscal year ended June 30, last, showed an increase of more than $20,000,000 over the preceding fiscal year, according to figures just compiled by the Bureau of Internal Revenue. Total collections from this source during the fiscal year 1928 were $396,450,041, against $376,170,205 the preceding year, an increase of $20,279,836.

The tax collections on large cigars, $22,879,375, showed a decrease of $665,307 from the 1927 total of $23,544,682, while collections from small cigars, $301,484, showed a decrease of $51,182 from the 1927 total of $352,665. A decline was also registered in the collections from large cigarettes which totaled $75,756, against $86,994 in 1927, but small cigarettes paid a total of $301,752,588, an increase of $22,824,026 over the $278,928,562 collected the preceding year.

Collections from snuff of all descriptions showed an increase of $553,690, totalling $7,461,355, against $6,907,665, but receipts from chewing and smoking tobacco showed a decrease of $2,295,652, totalling $62,774,542, against $65,070,195. Receipts from cigarette papers and tubes totalled $1,123,809, a decrease of $46,215, as compared with the 1927 total of $1,170,025, and miscellaneous collections relating to tobacco aggregated $81,130, a decrease of $28,285 from the preceding year's total of $109,416.

The States reporting the largest collections from manufacturers of tobacco are shown in the following table:

States	Cigars	Cigarettes	Manufactured tobacco and snuff
California	$ 248,773.86	$ 11,559,033.99	$ 32,211.31
Delaware	113,233.96	.....	455,266.59
Florida	2,903,396.12	13,415.81	1,037.70
Illinois	351,959.41	14,279.13	6,322,313.33
Indiana	606,825.62	17.28	68,537.84
Kentucky	273,775.81	1,729,146.04	5,253,447.51
Maryland	318,620.66	178.03	441.72
Massachusetts	453,759.45	13,340.09	71,850.54
Michigan	1,074,267.12	23,024.92	1,713,824.58
Missouri	118,668.86	74,366.60	9,653,793.76
New Jersey	2,968,334.48	11,316,461.94	1,736,488.68
New York	2,197,861.14	28,778,864.95	1,259,820.35
North Carolina	82,142.66	182,052,936.00	22,074,565.92
Ohio	1,355,186.77	5,218.01	10,996,125.70
Pennsylvania	6,850,640.46	8,416,436.22	825,485.72
Tennessee	292,897.12	.36	3,801,111.31
Virginia	1,034,092.90	57,793,029.54	2,654,034.66
West Virginia	164,129.15	1,081.71	2,045,216.25

Withdrawals of cigars, cigarettes, snuff and manufactured tobacco for consumption during the fiscal year 1928 were as follows: Cigars: class A, 3,213,614,395, against 3,047,960,870 in 1927; class B, 682,857,050, against 844,842,833; class C, 2,407,784,848, against 2,500,378,170; class D, 147,442,232, against 150,381,470; and class E, 31,381,114, against 33,147,514, a total of 6,483,079,639, against 6,576,710,857. Small cigars: 401,135,960, against 469,159,880 in 1927; large cigarettes, 10,512,743, against 12,079,875; small cigarettes, 100,581,773,100, against 92,973,506,907; manufactured snuff, 41,451,577 pounds, against 38,151,993 pounds; chewing and smoking tobacco, 348,698,315 pounds, against 361,697,797 pounds.

Internal revenue tax collections on cigars, cigarettes and tobacco from the Philippine Islands and Porto Rico were reported as follows:

Philippine Islands

Articles taxed	1927	1928	Increase (+) or decrease (—)
Cigars (large)	$373,505.07	$382,615.67	+$9,110.60
Cigarettes (large)	19.44	41.04	+21.60
Cigarettes (small)	7,178.23	6,150.85	—1,027.38
Manufactured tobacco	180.09	115.79	—64.30

Porto Rico

Articles taxed	1927	1928	Increase (+) or decrease (—)
Cigars (large)	$396,333.12	$346,889.62	—$49,443.50
Cigars (small)	7,648.50	5,220.21	—2,428.29
Cigarettes (large)	35,165.52	34,248.60	—916.92
Cigarettes (small)	1,533.57	2,098.80	+565.23

Tariff Commission Has Data Ready for Next Congress "On Request"

Regardless of what may be the outcome of the November elections, the United States Tariff Commission will have ready for presentation to the House Ways and Means Committee "on request" "economic and industrial information concerning the foreign and domestic trade of the United States as related to and affected by customs duties, laws, regulations and usages, not only in the United States but in other commercial nations as well."

Anticipating tariff revisions at the next session of Congress, even before the Republican and Democratic platform pledges were adopted by the national conventions, the commission instructed the chiefs of the commodity divisions to set about bringing up to date the various tariff surveys they heretofore had prepared.

Indications now are that this material will be required very soon after the inauguration of our next President, since an extra session of Congress now seems forecast.

Those interested in tariff revision will not be content to wait until the beginning of the next Congress in December, 1929, with the prospect of many more months of waiting before a general revision of the Fordney-McCumber tariff act could be effected. With such a delay about two or more years would elapse and, according to the pleas that are coming to the Tariff Commission and to members of Congress for increased tariff protection in the face of heavy im-

(*Continued on Page 12*)

"I'll stick to Chesterfields"

This is one of a series of "ads" running in the principal daily newspapers of every state.

READ IT

There is no double meaning, no half-truth, no false note in what we say, for to us, signing an advertisement differs in no way from signing a contract.

Liggett & Myers Tobacco Co.

Mild enough for anybody ... and yet they Satisfy*

*CHESTERFIELD CIGARETTES are mild... not strong or harsh. Chesterfield cigarettes have character ... they are not insipid or tasteless.

The tobaccos in Chesterfield cigarettes are blended and cross-blended in a different way from other cigarettes and *the blend can't be copied!*

They are MILD... yes, mild enough for anybody... and yet... they SATISFY.

Liggett & Myers Tobacco Co.

News from Congress

(*Continued from Page 10*)

ports of foreign merchandise, suffering industries would be wiped out of existence. Of course, among the pleas received are many seeking a lowering of existing tariff rates on the ground that those attacked are too high and unjustified.

"Our staff is devoting all the time possible to the work of gathering data for the use of Congress in the consideration of matters affecting the tariff laws," explained Chairman Thomas O. Marvin, of the Commission. "In advance of the enactment of the present law the commission prepared a lot of surveys on various commodities and industries for the House Ways and Means and Senate Finance Committees and instructions have been given the staff to bring these up to date. At the same time many new studies have since been instituted, some completed and some still under way. When Congress is ready to receive it, the information will be available."

It was explained at the Commission that a great deal of time is occupied by the investigations under the so-called flexible provisions of the present law. It was added that, however, the fact was not lost sight of that it is incumbent upon the Commission to make the tariff studies also.

Any discussion of the tariff will revive the old controversies over the method of application of the rates. This may be precipitated by a recital of the recent controversy with the Government of France over the activities of Customs and Tariff Commission agents in that country, the result of which was an agreement that no further efforts would be made by the United States Government to examine the books of French manufacturers and exporters in search of tariff information.

The practice objected to by the French was resorted to by the Customs Service of the United States in cases where appraisers were not satisfied with declared valuations upon imports from France. Now, in such cases, the United States value is taken as a basis. Officials of the Customs Service say that this method works out pretty well and does work as a check upon the foreign declared values. To arrive at the foreign value, upon which duty is to be assessed, they take the United States value and work back by making certain eliminations such as an allowance for the amount of the duty, transportation costs, a percentage of profit, etc.

Total Revenue Collections Decrease

Total collections of internal revenue from all sources during the fiscal year ended June 30, last, totaled $2,790,535,537, a decrease of $75,147,592 from the $2,865,683,129 collected in the fiscal year 1927, according to figures just compiled by the Bureau of Internal Revenue. Income taxes accounted for $2,174,573,102, a decrease of $45,379,340 from the 1927 total of $2,219,952,443, while miscellaneous tax collections totaled $615,962,434, against $645,730,868, a decrease of $29,768,251.

With the exception of the corporation income tax, which during the fiscal year 1928 was at the rate of 13½ per cent. instead of 13 per cent. as during the first half of the fiscal year 1927, and the reduction in the tax on nonbeverage spirits and repeal of the automobile tax, the collections for the fiscal year 1928 were based on the same rates as for the preceding fiscal year.

Petition for Supreme Court Action Filed in Bakelite Case

Supreme Court action to restrain the United States Court of Customs Appeals from entertaining an appeal from the findings and recommendations of the Tariff Commission in the so-called Bakelite case has been filed by counsel for the Bakelite Corporation and will be given consideration when the court meets for the fall term in October. The procedure adopted, the court is told in the petition, is the only method whereby the question of the jurisdiction of the court of customs appeals on appeals from findings of the Tariff Commission can, under the Constitution, be raised.

The motion of the Bakelite Corporation seeks to cancel and annul the order of the customs court of appeals denying the corporation's motion to dismiss the appeal by certain importers of certain articles of synthetic phenolic resin claimed to be imported into the United States in controvention of the rights of the Bakelite Corporation.

Extension May Be Granted on Undelivered Parcel Post Packages

Extension from fifteen to twenty days in the time for which C. O. D. parcels may be held before return to the sender as undeliverable will be granted whenever such increased time limit is requested in the instructions of the mailers appearing on the address labels affixed to their C. O. D. parcels, it has been announced by the Post Office Department.

Some patrons who have adopted this procedure, officials of the department explain, recently brought to the attention of the postal service conditions which would seem to indicate that fifteen days is not sufficient time in which to enable many addressees of these C. O. D. parcels to accept delivery. It has therefore been decided for experimental purposes and in an effort to render better service to increase the present time limit. No other change, however, it is pointed out, is made in the present requirements governing the handling of this class of mail.

Packages for Guatemala Inadequately Packed

Inadequate packing employed by business men of the United States in sending tobacco and other merchandise by parcel post to Guatemala has resulted in packages frequently arriving in that country in a damaged condition, according to advices received at the Post Office Department from the postal administration of Guatemala.

Orders have been issued by the department to all postmasters of the country that they make careful examination of all parcels in the future destined for delivery in Guatemala to ascertain if they are packed in accordance with the postal regulations.

SCHULTE-UNITED TO SELL WOMEN'S APPAREL

Entrance of the Schulte-United five cent to one dollar Stores, Incorporated, into the women's apparel field was indicated last week by the announcement that they had acquired the stores of Miller, Incorporated, operating in sixteen cities. The Miller company has been reorganized under the same name with a capitalization of $5,000,000.

The operation of Miller, Incorporated, will be extended to the basements and second floors of the Schulte-United stores, it was announced, and will be headed by David Miller, president of the old Miller organization.

FISCAL YEAR CIGAR PRODUCTION SHOWS DECREASE OF 93,631,218

THE following figures have been compiled by The Tobacco Merchants Association, of New York, showing the cigar production for the fiscal year of 1928 as compared with the fiscal year of 1927:

	Fiscal Year, 1927	*Fiscal Year, 1928*
Cigars—		
Class A—U. S. ...	3,047,960,870	3,213,614,395
Class B—U. S. ...	844,842,833	682,857,050
Class C—U. S. ...	2,500,378,170	2,407,784,848
Class D—U. S. ...	150,381,470	147,442,232
Class E—U. S. ...	33,147,514	31,381,114
Total U. S.	6,576,710,857	6,483,079,639
Total P. R.	148,470,450	140,646,617
Total P. I.	182,812,629	186,917,197
Grand Total ...	6,907,993,936	6,810,643,453
Little Cigars—		
U. S.	469,159,880	401,135,960
P. R.	10,198,000	6,960,280
Total	479,357,880	408,096,240
Cigarettes—		
U. S.	92,973,506,907	100,581,773,100
P. R.	511,190	699,600
P. I.	2,392,743	2,050,283
Total	92,976,410,840	100,584,522,983
Large Cigarettes—		
U. S.	12,079,875	10,512,743
P. R.	4,884,100	4,756,750
P. I.	2,700	5,700
Total	16,966,675	15,275,193
Snuff—		
All U. S. ....Lbs.	38,151,993	41,451,577
Tobacco—		
U. S. Mfd. ...Lbs.	361,697,797	348,698,315
P. I. Mfd. ...Lbs.	1,001	643
Total	361,698,798	348,698,958

Explanatory Note

The official report for the fiscal year ending June 30th last has not as yet been published, and the above figures have been compiled from the *preliminary* report which is rather incomplete, inasmuch as it does not contain withdrawals from Porto Rico and the Philippine Islands *by classes*, although they are included in the totals.

WAITT & BOND INCREASES DIVIDEND

When the Board of Directors of Waitt & Bond, Incorporated, manufacturers of the "Blackstone" cigar declared a quarterly dividend of thirty cents on the Class B stock, payable October 1st to stockholders of record September 15th, the annual dividend rate on that class of stock was increased from $1.10 a share to $1.20 a share.

POSTMASTER
CIGAR

For a rapid fire sale and big turnover it pays to keep this popular 2 for 5¢ cigar on the counter. P. Lorillard Co., Inc., 119 West 40th St., New York

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AMERICAN BUSINESS

(Continued from page 8)

ing the first half of 1928 showed smaller liabilities, despite a larger number of failures, than during the corresponding period of 1927.

The large income of the people is indicated by the continuance of a great volume of savings, which take a variety of forms. One of these is life insurance, new sales of which during the first half of 1928 were the largest on record. Savings in the New York State savings banks, believed to be representative for the country as a whole, showed a large gain at the close of June, 1928, as compared with the preceding year.

The declines in a few businesses for the first half of 1928 as compared with the corresponding period of 1927 are due to exceptional conditions. The cotton and wool manufacturing industries, which had been unusually active during the first half of 1927, showed some decline in 1928. The decrease in copper and petroleum output represents a conscious effort of producers to bring about a closer balance between supply and demand and to secure a healthier condition than could exist with a continuance of the previous excessively rapid increase in production. The movement of freight on the railroads was somewhat smaller than in the first six months of 1927, but the decline was chiefly in coal and coke, the movements of which during the early months of 1927 were abnormally large because of the anticipated miners' strike. Car loadings of agricultural products were larger than in 1927, but there was some decline in those of miscellaneous merchandise and less than carload shipments, probably in part due to increasing use of motor trucks for short-haul shipments.

The index of factory employment, which, however, does not include some of the newer industries, was slightly smaller during the first half of 1928 than during the corresponding period of 1927, thus continuing the movement shown in almost every year since 1919. There was, however, unusual stability from month to month. For the first time since 1923 employment in June was higher than in May. The general downward tendency in factory employment is not an indication of lack of demand for factory products, but reflects the increasing efficiency of industry by which larger quantities of goods can be produced per worker. The extent of this advance in efficiency is evident from calculations of the Department of Commerce, which show that in manufacturing the output per worker averaged about 43 per cent higher in 1927 than in 1919. A large proportion, possibly the great majority, of the employees who have left factories have gone into other occupations, notably into distribution, into various forms of personal service, and into certain branches of transportation. The immense increase in the use of automobiles has caused the employment of hundreds of thousands in connection with their sale, repair or operation.

One of the most noteworthy tendencies during the first half of 1928 was the relative advance in prices of farm products as compared with other classes of products. The cost of living index and the retail cost of food were lower in the first six months of 1928, thus leaving to consumers a larger margin of purchasing power.

The foreign trade of the United States also continued in a satisfactory position during the first half of 1928. Exports were greater than for the first half of any year since the close of the post-war boom, when price levels were much higher. The gain as has been usual in recent years, was chiefly in exports of manufactured goods, which were 8 per cent greater in value than in the first half of 1927. Imports were slightly less in value than in the corresponding period a year ago, and decidedly less than in the first half of 1926, but the declines are attributable to lower prices especially of silk and rubber. Eliminating the effect of lower prices there has been an almost unbroken upward tendency in imports ever since the war, due to the advancing buying power of consumers and the increasing demand of American industry for raw materials not produced in this country. The most striking feature of foreign trade this year, however, has been the exceptionally heavy exportation of gold, which, in view of the large excess also of commodity exports over commodity imports, seems to indicate a still further expansion of the rate of American investment of capital in foreign countries.

UNITED STOCK ON CASH BASIS

LAST week the board of directors of the United Cigar Stores Company declared a cash dividend of twenty-five cents a share on the common stock, thus placing the issue on a $1 annual dividend basis, and omitted the customary stock dividend. The cash dividend is payable September 29th to stockholders of record September 12th. Previously the dividend has been twenty cents per share in cash and 1¼ per cent in common stock quarterly.

It is believed that discontinuance of the stock dividend indicates culmination of efforts begun in June, 1924, to capitalize leasehold values not previously shown on the books, the total being some $7,500,000. Apparently capitalization of this amount was realized when the customary stock dividend was declared three months ago.

P. & T. STOCK RISES

Increase in the price of Park & Tilford stock on the New York exchange was an outstanding feature of the merchandising group last week, when it rose to the best levels of the year.

Buying was attributed to new interests which seek representation on the company's board of directors.

Park & Tilford earnings have been increasing steadily ever since the control passed into the hands of the Schulte interests about two years ago. The company's holdings of Overholt Whiskey constitute the largest legitimate stock of stored rye remaining in the country, and profits from the sale of this to druggists have added importantly to the Company's earnings.

CIGAR BOX MANUFACTURER DIES IN DECATUR

John A. Keck, cigar box manufacturer of Decatur, Ill., and well-known throughout the cigar box industry, passed away at the Decatur Hospital on August 7th, following an illness of one week of pneumonia.

Mr. Keck was born in Decatur, in 1861, and was one of the best known and best liked business men in that city. Always of a kindly and genial disposition, his good nature was an outstanding characteristic.

He is survived by his widow, four children, two sisters and one brother. Funeral services were held on Thursday, July 9th.

P-R AMERICAN EARNINGS

Earnings of the Porto Rican-American Tobacco Company for the first six months of this year were equal to $2.50 a share on the Class A stock, against $2.44 in the same period of 1927.

CIGARS CONTINUE DECLINE IN JULY, CIGARETTES INCREASE

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of July, 1928, and are issued by the bureau. (Figures for July, 1928, are subject to revision until published in the annual report):

Cigars (large)—		—*July*—	
Products.		*1927*	*1928*
Class A	No.	277,899,770	289,580,850
Class B	No.	64,174,923	59,128,333
Class C	No.	205,871,552	196,632,980
Class D	No.	11,256,520	10,910,927
Class E	No.	1,996,533	1,952,593
Total		561,199,298	558,205,683
Cigars (small)	No.	38,236,866	28,424,973
Cigarettes (large)	No.	824,690	875,760
Cigarettes (small)	No.	8,277,052,397	9,723,647,453
Snuff, mfd.	Lbs.	3,299,641	2,825,975
Tobacco, mfd.	Lbs.	28,270,343	27,329,223

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of July:

Cigars (large)—		—*July*—	
Products.		*1927*	*1928*
Class A	No.	9,538,790	10,116,125
Class B	No.	312,710	725,400
Class C	No.	2,178,880	1,560,930
Class D	No.	10,500	1,500
Total		12,040,880	12,403,955
Cigars (small)	No.	500,000	1,000,000
Cigarettes (large)	No.	150,000	550,000
Cigarettes (small)	No.	64,200	41,000

Tax-paid products from the Philippine Islands for the month of July:

Cigars (large)—		—*July*—	
Products.		*1927*	*1928*
Class A	No.	12,408,220	19,598,585
Class B	No.	215,817	167,393
Class C	No.	106,630	83,678
Class D	No.	976	360
Class E	No.	....	60
Total		12,731,643	19,850,076
Cigarettes (small)	No.	299,020	222,040
Tobacco, mfd.	No.	64	30

Note.—Juantities of tax-paid products shown in above statement are indicated by stamp sales for the month.

Supplement to the July Statement of Internal Revenue Collections

Tobacco manufactures:	—*July*—	
Object of Taxation:	*1927*	*1928*
Cigars	$1,978,381.61	$1,942,569.58
Cigarettes	24,837,992.02	29,177,927.44
Snuff	593,935.45	508,675.49
Tobacco, chewing and smoking	5,088,998.68	4,919,853.37

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Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

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Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

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LA PALINA
CIGAR

THE NETHERLANDS TOBACCO MARKET

THE following is quoted in reference to the Netherlands Tobacco Market, from a letter received from American Consul, Edward A. Dow, stationed at Rotterdam, Netherlands:

As of possible interest to you I may state that the Netherlands tobacco market is a very active one. Imports of raw tobacco during the past five years have averaged more than 30,000 metric tons annually. The United States and the Dutch East Indies contributed roughly one-third each of such imports. The Netherlands also exports an average of approximately 2,000 metric tons of unmanufactured tobacco. The United States takes considerable quantities of this, particularly of the Sumatra cigar tobacco, which comes from the Dutch East Indies.

The Netherlands trade in manufactured tobacco is also large and is moreover showing steady increase. Competition in this business is very keen. There are at present about 300 Dutch manufacturers, but something like four-fifths of all manufactured tobacco is the product of seven or eight large firms. The larger firms have experienced, on a whole, very profitable years of late and this has led to modernization of plants, the installation of labor-saving machinery and increased production which in turn has tended to force the smaller companies out of the market.

Responsible manufacturers and brokers estimate the present annual consumption of manufactured tobacco at about as follows:

Smoking and chewing tobacco	27,000,000 pounds
Cigar tobacco	20,000,000 "
Cigarette tobacco	2,000,000 "

The import into the Netherlands of foreign manufactured tobacco has shown a steady decrease during the last five years, with the single exception of cigarettes, increasing quantities of which are received from the United States.

The export of Dutch manufactured tobacco has, on the contrary, of late years shown a steady and relatively large increase. This is particularly noticeable in the case of tobacco and cigars. In addition there is a large transit traffic running into several thousand tons of tobacco annually.

While the Netherlands is a small country of roughly one-fourth the size of New York State and with a population of but seven and a half million, its consumption of tobacco is quite large, amounting in 1927, the last year for which reliable statistics are available, to 1,197,612,036 cigars valued at $33,360,899; 2,590,892,595 cigarettes valued at $17,417,738 and 26,113,110 pounds of cut tobacco valued at $11,191,756. Most of the large Dutch manufacturers maintain agents in the United States who attend to their needs. A number of American manufacturers and dealers have representatives in Holland to effect this business.

There are regular sales throughout the year of Dutch East Indian tobacco at Amsterdam and Rotterdam, but most of these are held in the former city.

Considerable complaint has until lately been heard about the packing and quality of Maryland tobacco. Manufacturers state that a considerable improvement has been noted in this regard during the past year.

Dutch importers usually buy from the United States on the basis of cash against documents. In case of previously satisfactory relations, credit of from thirty to ninety days is usual if desired, and since this practice is of increasing occurrence, particularly between German, English and Belgian firms and the Netherlands, it is to the advantage of concerns in the United States to adopt the same policy.

PORTO RICO TO ESTABLISH REVENUE OFFICE IN NEW YORK CITY

ENROUTE to Seattle, Wash., where he proposes to attend the national convention of state treasurers this week, the Hon. Juan G. Gallardo, treasurer of Porto Rico, arrived recently in New York City.

Mr. Gallardo comes also in his official capacity to install the new internal revenue stamp agency which the Porto Rico Government has decided to establish in New York for the purpose of servicing cigarette manufacturers exporting their products into that island. The income derived from the sale of the stamps amounts to approximately $1,500,000 yearly.

William M. Amy, chief of the excise tax bureau, and J. Pena Reyes, chief of bureau of accounts and paymaster, of the treasury department, accompanied Mr. Gallardo for the purpose indicated. The agency to be established will be placed in charge of Marco T. Saldana, who is also chief of the Tobacco Guarantee Agency, located at 1457 Broadway, New York.

Upon his return from the west coast, Mr. Gallaro—a recognized authority in matters economic—will undertake a survey of conditions in the tobacco market here and learn of the future possibilities of the Porto Rico leaf, based on the increasing demand for this fine product among American manufacturers.

INDIA WANTS BETTER TOBACCO FOR CIGARETTE MANUFACTURE

Imports of leaf tobacco into India during 1927 amounted to 5,376,625 pounds, an increase of 31 per cent. over the quantity imported in 1926, states American Vice Consul Winfield H. Minor in a report released by the Tobacco Section of the Department of Commerce. On the other hand, exports of leaf tobacco from India during 1927 amounted to 27,992,000 pounds, a decrease of 16 per cent. compared with exports during the previous year.

The demand for unmanufactured tobacco in India is steadily increasing and there is also an increasing market for cigarettes, both of foreign and domestic manufacture.

More than a million acres are devoted to tobacco in India annually, about half of which is situated in Bengal and Madras. The other tobacco tracts of importance are in Bihar, Burma and Bombay. The indigenous varieties give a somewhat coarse leaf of low quality which is good enough for the use of natives in their hookas (large water-cooled pipes), but a demand has sprung up in India for tobacco of a better quality for the manufacture of cigarettes.

Rotterdam has excellent direct steamship connection with most of the important ports of the world. Vessels of the United States Shipping Board ply regularly between this port and various Atlantic and Gulf ports of the United States.

Tariff duties on tobacco imported into the Netherlands are fixed as follows:

Manufactured:	*Per cent.*
1. Pigtail tobacco, snuff, cut and all other not separately enumerated including cut stems	30
2. Cigars	
a. valued at Fl. 50 or less (exclusive of excise) per 1,000	15
b. Other cigars (exclusive of excise)	30
3. Cigarettes	45

LOUISVILLE HOGSHEAD MARKET DULL

ADVICES from the International Planters' Corporation, Incorporated, leaf tobacco merchants of Louisville, Ky., Danville, Va., and Wilson, N. C., are to the effect that there is no change in the nature of sales on the Louisville hogshead market. Buyers show little interest in offerings, therefore, holders accustomed to use the hogshead market as an outlet have no encouragement to offer their tobaccos at auction.

Burley

Considerable progress has been made with the 1928 crop in all respects, the growth having been pronounced since August 1. Early planting is being harvested and housed under favorable conditions. The average size of plants is considerably smaller than normal and its appearance would indicate a liberal percentage of thin tobacco, both conducive to a relatively low yield per acre. Late planting is growing, and appears to have potentialities for more size, more body, and possibly a higher yield per acre. Estimates place the total burley production at 250 to 275 million pounds. According to report of the United States Department of Commerce, there were 107 million pounds less burley in the hands of manufacturers and dealers July 1, 1928, than were on hand July 1, 1927. The same report shows 64 million pounds having gone into consumption during the quarter April 1 to July 1. With only about 15,000 hogsheads for sale, of which possibly 10,000 are common and non-descript, the statistical position is strong, and the 1928 crop will probably produce little if any surplus.

No general interest is being shown in old stocks, with the exception of medium to good cigarette tobacco, which has been in more or less constant demand and is, therefore, very scarce.

Green River

Progress of the growing crop in this section has not been favorable to either quality or quantity. Plants are small, more or less stalk hardened, and blooming as a result of continuous dry weather following the June and early July rains. Conservative estimates place the total yield at about 15 million pounds, which means two very short crops in succession.

There has been little noticeable dealing in old stocks notwithstanding the available supplies are less than 10,000 hogsheads including the holdings of the Association out of the 1922, 1923 and 1924 crops.

One Sucker

The 1928 crop in this section has progressed satisfactorily, although the average plants are undersized, and will, despite the substantially increased acreage, result in a total yield of possibly 20 million pounds. Practically all of the old stocks have been sold, and the new crop coming on an almost bare market, will afford an opportunity to measure anew the requirements as a normal crop in the face of decreased consumption.

Old stocks are inactive necessarily, due to scarcity.

Clarksville-Springfield-Hopkinsville District

There has been a rather marked development in the growth of the 1928 crop in this section during the past six weeks, affected on the other hand by threatened disease, which is resulting in premature harvesting, and it is difficult to see how tobacco housed so much in advance of maturity and ripening, can produce quality that has been hoped for and is needed. A

(Continued on page 18)

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

HAVING LOCATED IN DALLAS, TEXAS, WOULD LIKE TO hear from Cigar Factories making Class C and up, requiring representation in this live State with its many growing cities. Must be exceptionally high class merchandise, because the "Big Boys" are certainly after the business down here too, and goods must be attractive propositions to even get a hearing with the better class jobbers.

Would also like Specialties suitable for carrying with cigars as side line. What have you? Address John H. Baker, 3400 Cole Avenue, Dallas, Texas.

CIGAR JOBBERS WANTED IN NEW JERSEY AND DELAWARE, on "Elsalco" five-cent cigar and "Capola" ten-cents and up. Manufactured by C. O. Benner Cigar Company, Trumbauersville, Pa., cigar manufacturers since 1893.

POSITION WANTED

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A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separatcly or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 48 SEPTEMBER 1, 1928 No. 17

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CORONATION:—45,290. For smoking tobacco. August 14, 1928. S. S. Pierce Co., Boston, Mass.

SUNRISE TRAIL:—45,291. For cigars, cigarettes and tobacco. August 9, 1928. Harry W. Berman, Babylon, L. I., N. Y.

A PARROT GRILL:—45,293. For cigars, cigarettes and tobacco. August 18, 1928. Chas. A. Stritzel, Rochester, N. Y.

STRITZEL 10¢ IN GOLD:—45,294. For cigars, cigarettes and tobacco. August 18, 1928. Chas. A. Stritzel, Rochester, N. Y.

WAYNEWOOD:—45,288. For cigars. July 12, 1928. Ward P. Roberts, Inc., Milford, Mass.

KINGS DE LUXE:—45,289. For cigars, cigarettes and tobacco. August 11, 1928. Pepperberg Segar Co., Lincoln, Neb.

TRANSFERS

CORONATION:—5765 (Trade Mark Record). For cigars. Registered May 2, 1889, by Geo. Schlegel, New York, N. Y. Transferred to S. S. Pierce Co., Boston, Mass. August 6, 1928.

TAMPA LIFE:—16,874 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered January 5, 1909, by J. M. Martinez Co., Tampa, Fla. Through mesne transfers acquired by the Eimerbrink Cigar Co., Tampa, Fla., and re-transferred by John L. Fielding, receiver of the Eimerbrink Cigar Co., to The Morgan Cigar Co., Tampa, Fla., July 6, 1928.

CHEER:—2292 (Legal Protective Association). For cigars. Registered August 11, 1886, by Geo. Schlegel, New York, N. Y., and transferred to the American Litho. Co., New York, N. Y., August 16, 1928.

TITLE CLAIMED

The Berrien Cigar Factory, of St. Joseph, Michigan, are the owners of the title "Berrien," and claim all rights thereto for cigars, etc.

LOUISVILLE HOGSHEAD MARKET

(Continued from page 17)

considerable part of the crop is undersized, and will yield a larger percentage than normal, of short leaf. Various adversities point to a subnormal yield per acre, which, coupled with the acreage destroyed by floods, will cut the production to a point where it is not now unreasonable to estimate that 1928 will produce another short crop, making two in succession, and the entire crop should, therefore, be in strong demand.

With stocks of old tobacco in hands of dealers small, those who have tobacco for sale, look forward to a good demand after sampling, about September 1, and hold their tobacco at firm prices with confidence.

Western District

The 1928 crop conditions in this section are not materially different from those in the Clarksville-Springfield-Hopkinsville section, described in the foregoing paragraphs. Some fields made splendid progress—others have not, depending upon soil, time of planting, etc. In some sections the total yield is estimated at very little over the small crop of last year, but, on the whole, there should be a substantial increase, however, not more than the trade should be able to absorb in view of the present scarcity of old stocks.

Trading in old tobacco has been limited to small scattered lots.

Maryland

According to the latest report, August 2, receipts of the Baltimore market were 17,185 hogsheads compared to 20,023 hogsheads the same time last year. Sales for the year, 14,269 hogsheads. The accumulation unsold in Baltimore is about 1500 hogsheads inspected, and approximately the same quantity not inspected, most of which unsold is of French and semi-cigarette styles. The average selling price the first seven months of the year was $22.68 per 100 pounds. The demand is strong for all grades, and the French Government buyers are especially active.

SHANGHAI TRADE APPREHENSIVE

ACCORDING to radiograms received by the Department of Commerce from Commercial Attache Julean Arnold and consuls in China, trade in Shanghai and the Yangste Valley is reported to be experiencing more than the usual summer dullness, and the outlook for fall expansion is clouded, depending much upon harmonious settlement of outstanding international and internal political questions.

This situation hampers any extensive steps being taken toward industrial expansion and the development of new projects, and operations of native dealers, accordingly, are being confined to a decidedly waiting policy. Various proposals of treaty and tariff revision, combined with taxation problems, contribute to the uncertainty with regard to the general trade outlook. However, following the conclusion of the fifth plenary session of the central executive committee in Nanking, Chinese domestic bonds in China and London markets are very firm.

Cigarette Outlook Discouraging

Prospects for cigarette sales in coming months are dubious, as a result of unstable conditions and the resultant adverse effects upon trading operations in general. The rolled-tobacco tax bureau is also experiencing difficulty in the extension of the single tax to additional Provinces, notably in North and South China, with the result that conditions therein still continue unfavorable for sales expansion.

Stocks of native-grown American leaf approximating 14,000,000 pounds, which were confiscated by militarists of the interior and offered in the Shanghai market in the past few months at prices ranging around $0.16, are now understood to be liquidated, thus tending to create a healthier tone in the imported-leaf market.

Imports of cigarettes at Shanghai during the first half year totaled 7,053,000 haikwan taels, as compared with 6,580,000 in that period last year. The United States share of the total was 81 and 90 per cent, respectively.

Shanghai leaf-tobacco imports during the first half year totaled 10,470,000 haikwan taels, as compared with 15,850,000 in that period last year, with 94 and 95 per cent, respectively, originating in the United States.

Early establishment of commercial air lines in China is receiving considerable attention.

BUYERS' GUIDE

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VOLUME 48 No. 18

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The Best Cigars Are Packed in WOODEN BOXES

Volume 48

THE TOBACCO WORLD

Established 1881

Number 18

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year | PHILADELPHIA, SEPTEMBER 15, 1928 | Foreign $3.50

UNITED AND SCHULTE MERGER RUMORED

ACCORDING to persistent rumors in Wall Street last week, negotiations are under way looking to a merger of the United Cigar Stores Company of America and the Schulte Retail Stores Corporation. However, executives of neither organization would confirm or deny the report.

Should such a merger be consummated, it would bring together the two largest tobacco chain store organizations in the country. The United company has monthly sales in excess of $5,000,000 through the operation of its more than three thousand stores and agencies, while sales of the Schulte company total about $2,000,000 monthly through their three hundred stores.

The two companies already have a unity of interest in the Schulte-United- Five-Cent-to-a-Dollar-Stores, Inc., recently organized and which company contemplates the establishing of a chain of one thousand merchandising stores, and they also have a working agreement with the Union and United Tobacco Corporation, a holding corporation.

In addition to its tobacco business the United company operates a chain of drug stores, while the Schulte company directs extensive real estate operations.

The United company has large stock holdings in the Pennsylvania Drug Company, Life Savers, Inc., Philip Morris & Company, Ltd., the Beechnut Packing Company, the Gillette Safety Razor Company, and the United States Tobacco Company. The Schulte interests own a controlling interest in B. G. Davis and Company, and the Hadler Cigar Company, cigar manufacturers, and also have stock holdings in the Schulte Real Estate Company, Huylers of Delaware, Inc., and the American Druggists Syndicate. President, David A. Schulte and associates also own substantial interests in V. Vivandou, Inc., and control Park & Tilford.

M. TRELLES RETURNS FROM TRIP

Macrino Trelles, of M. Trelles & Company, manufacturers of the "El Trelles" cigar in New Orleans, La., has recently returned from a trip through the State of Louisiana and a part of Texas, and states he found business on his brand excellent.

Manuel Trelles and his son, Leo, of the same firm, have been spending a vacation in Spain but are expected to arrive in New Orleans in a very short time. They are returning by way of Havana and will stop off there for a short visit.

C. A. WHELAN BACK FROM EUROPE

Charles A. Whelan, president of the United Cigar Stores Company, returned to New York this week after an extended tour of Europe.

SENSENBRENNER FACTORY MOVES

THE executive offices and factory equipment of the Sensenbrenner Sons Company, cigar manufacturers of Los Angeles, Cal., have been moved to the Printing Trades Building, where they now occupy the entire eighth floor

Special lighting and equipment have been provided at the new location, where approximately two hundred hands are employed.

The Sensenbrenner factory in Los Angeles has been established but four years but has shown a steady increase in production until it has reached approximately 10,000,000 cigars annually, and it is this increase which made necessary the removal of the factory equipment to larger quarters. Another factory of the company is located at San Diego, Cal., and is also working at full capacity.

In addition to occupying the eighth floor of the Printing Trades Building, the company also carries a large stock of raw materials in the basement of the building.

PARK & TILFORD PLANS RETAIL CHAIN

Plans for expansion of Park & Tilford and the forming of a nation-wide chain of retail stores and for the sale of some of its products abroad were intimated by Gordon Stewart, vice president and general manager of the firm last week.

Under the auspices of David A. Schulte and associates, who acquired control of Park & Tilford some time ago, Mr. Stewart stated, several new retail stores will be opened next year in the New York City district and then others will be started in various parts of the country.

OHIO JOBBER DIES

Robert Straus, former vice-president of the Henry Straus Company, one of the largest distributors of tobacco products in that State, died recently at his home in Cincinnati, Ohio. He was seventy years old, and had been ill for several months prior to his death. He left an estate valued at approximately $100,000 which was bequeathed to relatives and servants in his home.

HIRSCHHORN RETURNS FROM VACATION

Fred Hirschhorn, president of the General Cigar Company, has returned to his office, at 119 West Fortieth Street, New York City, after spending a vacation of several weeks in Maine.

NEW LIGHTER CORPORATION

A new lighter corporation, known as the Bettini Lighter Corporation, has been organized by C. E. Healy, of 1841 Broadway, New York City. The corporation is capitalized at $15,000.

PENN TOBACCO COMPANY BUYS ANOTHER

THE PENN TOBACCO COMPANY, of Wilkes-Barre, Pa., which has recently purchased several smoking and chewing tobacco manufacturing companies in different parts of the country, has added another firm to their list of acquisitions through the purchase of the Lane and Lockward Tobacco Company, of Caldwell, Essex County, N. J.

The Penn Tobacco Company has taken over the stock and manufacturing rights of the company and the manufacturing will be done in the future in the new owner's plant at Wilkes-Barre.

The Lane and Lockward plant was established in 1806 by Andrew Douglas and has undergone many changes since that time, both in firm name and personnel.

A brief history of the plant was written several years ago by the late Lewis G. Lockward, former mayor of Caldwell Borough, and relates the history of the firm since 1835. The firm apparently changed hands at least once between the time it was founded in 1806 and 1835 but the brief history does not show the owner during that interval. The history reads as follows:

"Zenas C. Crane purchased from George C. Steele in 1835 and sold two-thirds interest to Jacob Campbell and Joseph Bush. Style of firm, Z. C. Crane & Company. David Campbell and Jacob Bush purchased Mr. Crane's interest in 1839. Style of firm, Bush & Campbell. In 1842 Jacob Bush purchased David Campbell's interest; style of firm, Jacob Bush. In 1843 Mr. Campbell repurchased an interest in the company and the name again changed to Bush & Campbell. In 1849 Zenas C. Crane was admitted. This year the firm purchased the Steele & Company property in Caldwell. Style of firm, Bush, Campbell & Company. December 17, 1850, David Campbell and Zenas C. Crane purchased Jacob Bush's interest. Style of firm, Campbell & Crane. In 1854 Calvin G. Backus was admitted. Style of firm, Campbell, Crane & Company.

"In 1856 George Lane admitted. Style of firm, no change. April 8, 1858, David Campbell, George Lane and Calvin C. Backus purchased Zenas C. Crane's interest. Style of firm, Campbell, Backus & Company. April 15, 1862, David Campbell, George Lane purchased G. Backus's interest. Edward A. Campbell was admitted at the same time. Style of firm, Campbell, Lane & Company. January 1, 1867, Isaac Lane and Lewis G. Lockward admitted. Style of firm, remained the same. May 1, 1874, Isaac Lane, John B. Allen and William Ackerman purchased the Caldwell part of the business. Style of firm, Lane, Allen & Company. May, 1879, Lewis G. Lockward admitted. Style of firm not changed. March 15, 1880, Isaac Lane, John B. Allen and Lewis G. Lockward purchased the Ackerman interest. Firm name remained the same. May 1, 1882, style of firm changed to Lane, Lockward & Company."

There has been no change in the firm name since 1882. Soon after Isaac Lane and Lewis G. Lockward gained possession the firm was changed to a stock company, the majority of the stock being held by Messrs. Lane and Lockward.

Isaac Lane and Lewis G. Lockward died about fifteen years ago. Mr. Lane's stock in the firm became the property of his nephew, Isaac Lane Evans. The Lewis G. Lockward portion of stock became the property of his son, Robert C. Lockward. Mr. Lockward owns a controlling interest in the stock. Mr. Lockward has served many years as president, and Mr. Evans

(Continued on page 17)

FORECAST OF U. S. TOBACCO CROP, 1928

THE latest forecast of the United States Department of Agriculture places the total United States tobacco crop for 1928 at 1,358,000,000 pounds from an area of 1,850,000 miles.

The following table shows by States the estimated production in 1928 as of August 1 forecast and some revisions in the production of 1927, compared with an average production for the five-year period 1922-1926:

State	—Production— Harvested, subject to revision in December, 1927 1000 Lbs.	1928, Forecast from condition August 1 1000 Lbs.
Massachusetts	8,683	10,548
Connecticut	28,886	33,000
New York	960	1,102
Pennsylvania	44,880	48,160
Ohio	*24,652	31,776
Indiana	6,384	14,084
Wisconsin	33,170	44,436
Missouri	*3,850	**
Maryland	26,176	26,957
Virginia	*127,971	131,323
West Virginia	6,000	6,835
North Carolina	*485,300	482,410
South Carolina	75,920	79,922
Georgia	59,088	70,278
Florida	8,228	10,584
Kentucky	202,269	288,249
Tennessee	68,484	73,556
Louisiana	400	398
U. S.	*1,211,301	1,357,712

*Revised.

**Included in U. S. total.

BRITISH AMERICAN TOBACCO COMPANY PURCHASES CIGARETTE FACTORY IN COLOGNE

It is stated in a German tobacco journal that the English cigarette factory of Verellen, Limited, which is a subsidiary company to the British American Tobacco Company, has purchased a cigarette factory in Cologne, according to information received in the Tobacco Section of the Department of Commerce from American Trade Commissioner James T. Scott. It is the intention of Verellen, Limited, to extend and modernize the new factory in order that it be able to successfully compete on the German market. The share capital of this company, which it is said is already placed, is mentioned at £500,000 but may be increased later. As far as is at present known, the German cigarette factories of "Fabian" and "Durania" are stated to be the objects of this transaction.

In this connection it is said that the English company recently advised its shareholders that it was the intention of the company to increase its share capital of the branch factory which had been established some months ago in Antwerp, as the capital of £500,000, which it was thought at that time would be necessary for the branch factory, has been found insufficient to adequately represent the interests of the English concern.

The factory in question is nearing completion and will have a daily output of not less than 1,000,000 cigarettes.

A Great Long Filler Machine

Improved!

With Three Important Stock and Cost Saving Features—

1. Binder Suction Table with Individual, Direct-Connected, Motor-Driven Suction Fan;
2. Latest Type of Friction Clutch and Emergency Stop;
3. The Famous Alemite-Zerk System of Lubrication.

Labor Stock and Money Saving Features

A—The Binder Suction Table assures smoother and more perfectly rolled bunches. It also effects saving in binders because smaller binders can be used.

B—The latest type of friction clutch and emergency stop makes the machine run more smoothly and permits the instantaneous stopping of the machine at any point. It also reduces the upkeep cost.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the fillers mechanically in exactly the same way as this is done by hand; a few sprigs of fillers being intermittently added until the bunch is built up to the proper size and condition.

F—Improved method of filler feeding insures uniform results even with inexperienced operators.

G—Any size or shape of bunch, and both right and left hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators it produces 450 to 500 uniform bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of fillers.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction—easy to operate and handle. Requires no expert mechanical attention.

Write for illustrated price folder and complete Model S information

The **MODEL S UNIVERSAL**

Long Filler Bunch Machine

(Non-Blending Type)

For High Grade Work

THE MODEL S Universal Long Filler Machine is now being made with (or without) Binder Suction Table and with (or without) individual direct-connected, motor-driven suction fan. This new suction feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also *effects a saving of binders* because smaller binders can be used.

This High Grade Long Filler Bunch Machine is built with the latest type of friction clutch and emergency stop. This causes the machine to run more smoothly and permits the stopping of the machine at any point in its operation. It also reduces the upkeep cost of the machine.

The Model S is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

The price of the Model S Universal Long Filler Bunch Machine (non-blending type) equipped with ½ H. P. motor, individual drive equipment and two chairs, is

$1450

With Binder Suction Table . . $50.00 extra
With individual direct-connected, motor driven Suction Fan . . . . . $75.00 extra

Convenient Time Payment Terms

Prices F. O. B. Factory Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

PHILADELPHIA.

BAYUKS TO HAVE ROCHESTER BRANCH

BAYUK CIGARS, INCORPORATED, are to have a distributing branch in Rochester, N. Y., through the purchase of the firm of Foley-Wolfe-Kinney Company, of that city. The Foley-Wolfe-Kinney Company has been distributing Bayuk brands in western New York territory for some time, and has now sold out to Bayuk Cigars, Incorporated.

J. W. Murphy, who has been doing missionary work on Bayuk brands in New York and Pennsylvania, will become manager of the Rochester branch, and F. Foley, of the Foley-Wolfe-Kinney Company, will become associated with the sales organization of Bayuk Cigars, Incorporated.

BOBROW BROTHERS REOPEN FACTORY

The Bobrow Brothers factory at Hector and Apple Streets, Conshohocken, Pa., has just been reopened after being closed for a time for repairs and a complete renovation.

The building is four stories in height and will be devoted entirely to the manufacture of their "Bold" brand. Sol Shevack is in charge of the plant as superintendent, and he has also been in charge of the repair work and renovation.

BENNER BRANDS GOING GOOD

Orvis Jarrett, of the C. O. Benner Cigar Company, and formerly connected with Monroe Jarrett Sons, cigar box manufacturers, has just returned from a trip through New York State and reports his brands, "Capola" and "El Salco" doing very well in that territory. The Benner Company has a goodly number of jobbers handling their brands in that territory.

EISENLOHR DIVIDEND

The Board of Directors of Otto Eisenlohr & Bros., Inc., have declared the regular quarterly dividend of 1¾ per cent. an the preferred stock of the company, payable October 1st to stockholders of record September 20th.

NEW SCHULTE STORE FOR CAMDEN

A cigar store is to be opened in a very short time by the Schulte Cigar Stores Company at the northeast corner of Broadway and Kaighn Avenue.

O. C. SCHNEIDER A VISITOR

O. C. SCHNEIDER, manager of the clear Havana department of the American Cigar Company, was a visitor in Philadelphia last week en route to Baltimore and Washington in the interest of his company's brand, "Prince de Gales."

Mr. Schneider reports that the "Prince de Gales" has recently been placed with Glazer Brothers, of Portland, Ore., and the National Grocery Company, of Seattle, Wash., for distribution in their respective territories, and also that the brand is making splendid progress throughout the country.

MAZER-CRESSMAN HOLDS OUTING

Employees of the Mazer-Cressman Cigar Company, distributing branch here, journeyed to Silver Lake, Clementon, N. J., on September 1st where a very enjoyable day was spent with their families. A splendid program of outdoor sports was provided and luncheon and dinner was served in Silver Lake Inn. President Henry Mazer made the trip from Detroit in order to be on hand to participate in the outing.

P. J. MOORE JOINS KRULL COMPANY

Philip J. Moore, who has been associated with the H. E. Shaw Company, tobacco distributors of Worcester, Mass., for a number of years, has joined the organization of Chas. Krull, Incorporated, of 315 Arch Street, one of the largest distributors of tobacco products in this territory. Before becoming associated with the Krull Company. Mr. Moore was manager of the New Haven Tobacco Company, of New Haven, Conn., which is owned by the H. E. Shaw Company.

STRAUSS ORGANIZATION VISITS BAYUK FACTORY

The sales organization of W. H. Strauss & Company, distributors of Bayuk products in Johnstown and Altoona, journeyed to Philadelphia on September 1st where they visited the factory of Bayuk Cigars, Incorporated, at Ninth Street and Columbia Avenue, and were shown through the mammoth building. The tour ended at the Benjamin Franklin Hotel where the visitors were the guests of the company at a splendid dinner.

"All the day through"

YOU'LL always find P. A. and me together, following the sun around. But we differ from the fellow in the song. We're *never* blue! No, *Sir!* P. A. and I joined hands when linen dusters were standard equipment for the Sunday drive. I'm still broadcasting my prescription for pipe-joy.

I like to lift the hatch on a tidy red tin and treat my detector to that Prince Albert aroma. Then I light up. . . . Cool as the click of a taxi-meter. Sweet as the words: "This ride's on *me*." Mild and long-burning, with a rich, full-bodied flavor that's just great!

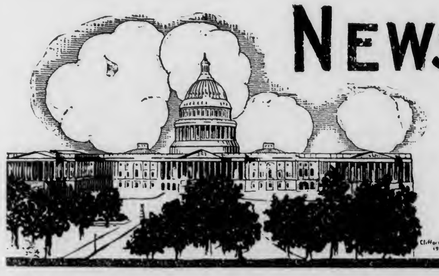
From the first pull after the bacon-and-coffee till the house-slipper kick-off at the end of the day, P. A. hands me plenty of silver-lined smoke-clouds. No matter what your present program, pour some of the National Joy Smoke into your pipe. Then you'll know I'm not just talking words.

This tin contains TWO full ounces of jimmy-pipe joy.

PRINCE ALBERT

—no other tobacco is like it!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

NEW negotiations for a parcel post convention with Cuba are now under consideration by officials of the Post Office Department and it is probable that legislation paving the way for the opening of conversations will be recommended to Congress when it convenes in December. Recommendation to this effect is now understood to be before Postmaster General New for his approval.

In his last annual report the Postmaster General requested authority to renew the then existing parcel post agreement with Cuba, continuation of which was contingent upon the repeal of the law restricting the importation of cigars, but the legislation failed in Congress. As a result, it is declared, the volume of mail exchanged with Cuba has fallen off appreciably. That country is the only important nation with which the United States has no satisfactory parcel post arrangement, it is explained at the Post Office Department. The department believes that American exporters should not be deprived of parcel post facilities with that country, and for that reason is seeking the repeal of the statute which prohibits the importation of cigars and cigarettes in quantities of less than 3,000 to the package.

The law was enacted many years ago for the purpose of preventing smuggling, but it is now considered by Cuba to be a restriction aimed at her cigar industry, and the Cuban government has refused to consider a parcel post agreement while the statute is on our books. It is declared by postal officials that repeal of the law would not affect the domestic cigar manufacturers, it being declared that under the present statute it is possible to send Havana cigars in bulk to this country and sell them as cheaply as they can be sold in single boxes by parcel post, without the inconvenience, difficulty and delays possible to customs clearance incident to the latter method.

Funds For National Census of Distribution to be Asked

Funds for the making of a national distribution census in connection with the general population and manufacturers' census in 1930 will be asked of the Bureau of the Budget in the near future by officials of the Department of commerce.

Preliminary plans for this census were mapped out by the department prior to the resignation of former Secretary Hoover, who declared that an accurate knowledge of the volume of distribution would contribute greatly to the campaign to elminate depressions and panic times. It is pointed out by officials of the department that most of the wastes have been eliminated from production, and that manufacturers are applying scientific principles to their operations, but there are still vast potential savings to be made in the distribution system.

At the present time there is no accurate knowledge of the value of commodities distributed annually, and without such figures estimates of losses in retail and wholesale trade are impossible. It is believed by experts, however, that such waste runs into many millions of dollars annually, as distributors have not as a rule taken advantage of the modern knowledge of business nor have they applied scientific methods to their operations.

The distribution census, if undertaken, would reveal these wastes, the first step necessary to their elimination. It would be necessary for Congress to provide an appropriation when acting on the budget for 1930, which will be presented in December, in order that the census may be taken in that year.

Two New Brands of American Type Cigarettes in Austria

Two brands of cigarettes, patterned upon the American type of Virginia cigarettes, have just been put on the market by the Austrian Tobacco Monopoly, according to reports to the Department of Commerce. The two brands contain from 80 to 85 per cent. of Virginia and Kentucky tobacco, blended with a small amount of Bulgarian tobacco.

Introduction of the American type cigarettes followed results from the great popularity attained by two brands of American cigarettes which were introduced by the monopoly about a year ago. In addition to the American type of cigarette, the monopoly also has in preparation an American type of pipe tobacco, similar to several American brands, which will be put on the market within the next few months. Austrian smokers, it appears, are abandoning the traditional long stemmed pipe for the short stemmed pipe used in this country, for which a cooler burning tobacco is needed.

Consumption of American Type Cigarettes Increasing in Japan

Consumption of cigarettes manufactured from leaf tobacco of the American type is rapidly increasing in Japan, according to reports recently received by the United States Department of Agriculture, which state that consumption increased from 4,875,000,000 in 1924, to 9,184,000,000 in 1928.

Cigarettes manufactured from both domestic and imported flue-cured leaf of American types are steadily growing in popularity, the reports state. Although the domestic production of flue-cured is growing and forms at present the most important part of the total Japanese supply of this tobacco, imports from the United

(Continued on Page 10)

CIGAR PRODUCTION DROPS MORE THAN 90,000,000 IN FIRST 7 MONTHS OF YEAR

Cigars	*1st 7 Months Calendar Year 1927*	*1st 7 Months Calendar Year 1928*
Class A—		
U. S.	1,772,959,465	1,823,097,070
P. R.	56,883,470	63,656,065
P. I.	86,929,470	103,897,895
Total	1,916,772,405	1,990,651,030
Class B—		
U. S.	420,957,597	351,283,454
P. R.	5,066,110	2,451,500
P. I.	1,781,486	1,921,419
Total	427,805,193	355,656,373
Class C—		
U. S.	1,309,084,718	1,242,313,954
P. R.	14,939,560	8,500,270
P. I.	659,679	1,117,112
Total	1,324,683,957	1,251,931,336
Class D—		
U. S.	74,981,380	71,756,547
P. R.	27,500	17,700
P. I.	6,845	3,296
Total	75,015,725	71,777,543
Class E—		
U. S.	13,068,353	11,313,692
P. R.	.....	.....
P. I.	1,097	620
Total	13,069,450	11,314,312
Total all classes:		
U. S.	3,591,051,513	3,499,764,717
P. R.	76,916,640	74,625,535
P. I.	89,378,577	106,940,342
Grand Total	3,757,346,730	3,681,330,594
Little Cigars		
U. S.	286,827,599	241,971,387
P. R.	4,050,000	3,460,000
Total	290,877,599	245,431,387
Cigarettes		
U. S.	55,337,525,990	60,189,286,662
P. R.	272,700	439,010
P. I.	1,373,208	1,174,076
Total	55,339,171,898	60,190,899,748
Large Cigarettes		
U. S.	6,571,732	5,575,010
P. R.	2,677.100	2,981.000
P. I.	2,000	200
Total	9,250,832	8,556,210
Snuff (lbs) (All U. S.)	23,225,969	24,049,088
Tobacco Mfgd. (lbs.)		
U. S.	208,608,809	202,446,126
P. I.	399	311
Total	208,609,208	202,446,437

News from Congress

(Continued from page 8)

States also show an increase. The tendency of increased consumption of these cigarettes has been evident for some years, but the 1928 records of the Imperial Tobacco Monopoly of Japan show another material increase in the consumption of what it terms "American Yellow Leaf" cigarettes, made from flue-cured American leaf. For the year ending March 31, 1924, the consumption of this group of cigarettes was 4,875,000,000 and in 1928 it reached 9,184,000,000.

BUSINESS UNRUFFLED AS ELECTION NEARS

THE Presidential campaign is having slight effect on business conditions, according to the August monthly survey of the National Association of Credit Men, which says that the current of business is flowing smoothly, undisturbed on the surface by either sluggish or turbulent movements usually present in a general election year.

"The Presidential year ghost seems to have been laid," the survey says. "With the election only two months away, and with business in good health, one is disposed to ask where are the 'throes' of yesteryear?"

The survey says that the business indices, taken as a whole, are favorable.

"The leading industries have not been seriously affected by seasonal production slumps, and crop conditions are, in general, most encouraging," it states.

"Farm income promises to be materially larger than it was a year ago. The farmers' increased buying power is estimated to be as much as $800,000,000.

"Wholesale trade is satisfactory in all but a few lines; and retail trade in some parts of the country is noticeably buoyant.

"Production holds up well. Steel established a new record for July in spite of the small amount of business received from the railroads.

"Motor manufacture has proceded so vigorously during the summer that predictions are being made of 1928 totals in excess of all preceding years. Textile operations are still below normal, but the shoe factories are more active, the makers of rubber footwear being particularly cheerful.

"Building construction continues at unprecedented levels. Construction contracts in the 37 Eastern states aggregated $583,432,400 during July, the highest July total on record, exceeding the figures for July last year by nine per cent.

"Contracts awarded during the first seven months of 1928 aggregated $4,028,299,900, which is greater by eight per cent. than the total for the first seven months of 1927.

"Car loadings went over the million mark for the week ending August 4, when 1,048,622 cars of revenue freight were loaded. Bank clearings in large cities for the week ending August 16 aggregated $9,266,427,000, a decrease of 2.4% from the preceding week, and of 7% for the corresponding week of 1927. Commodity prices rose slightly during August."

In a special survey of business conditions in Iowa, Kansas, Nebraska and South Dakota, the credit association found business men particularly cheerful.

"Reports from these four states reflect the cheerful frame of mind in which all of the agricultural states now find themselves," the survey says.

The finest tobacco—long even cut—
no dust—"It's Toasted"—all impurities removed—flavor improved.

"It's toasted"

No Throat Irritation-No Cough.

© 1928 The American Tobacco Co., Manufacturers

RENEWED EFFORTS TO IMPOSE STATE TAXES ON CIGARS AND TOBACCO LIKELY

A TIMELY BULLETIN has just been issued by the Tobacco Merchants Association as a guide for future action by trade leaders should their State Legislatures endeavor to pass bills placing a special State tax on the sale of tobacco products, which is as follows:

"The 1929 legislative season is rapidly approaching. Altogether, forty-three States are scheduled to meet in regular session.

"During the past few years tobacco tax bills have been introduced, but successfully combated, in not less than thirty States; in some instances at two and even three distinct legislative sessions.

"Under these circumstances it would seem that the tobacco industry has every reason to hope that no further attempts to impose State taxes on cigars, cigarettes or tobacco may be made in any of these States.

"But let us not be lulled into a false sense of security that nothing further will happen in that regard. On the contrary, the trade should be fully prepared for renewed and redoubled battling against any attempts that may be made to saddle our industry with unjust and destructive State taxes.

"And in this connection it seems to us that no better suggestions or advice can be offered to the trade leaders in the various States, with respect to activities to combat such legislation, than that which may be learned from what has been done in the past. A recital of some of the noteworthy achievements of the past cannot but serve as a helpful guide for the activities of our trade leaders in the future. And so let us begin with the remarkable recent achievement by the trade in the State of Louisiana.

The Louisiana Tax on Cigars, Cigarettes and Tobacco; How Its Repeal Was Accomplished

"In 1926 the Louisiana Legislature, despite the overwhelming protests of Louisiana merchants, passed a law levying a 10 per cent. sales tax on cigars, cigarettes and tobacco.

"At the following session of the same Legislature recently held (the Louisiana Legislature meets only biannually), this tax was abolished by a vote in both houses of over 6 to 1.

"How was this remarkable achievement accomplished? Here is how!

"As a result of the actual operation of this iniquitous tax the legislators, as well as the very original sponsors of that measure, soon came to realize:

"That the tax was as unjust as it was unworkable and unenforceable;

"That it 'made a race of liars,' as the chief officer in charge of its collection had put it;

"That it operated as a disadvantage against the dealers paying the tax, and in favor of those who accommodated their customers by selling without the tax;

"That it induced outside mail-order houses to develop a mail-order business by having Uncle Sam's lettercarriers deliver packages of cigars, cigarettes and tobacco direct to the consumer without the tax;

"That it provided chain stores, department stores and cut price stores with a new means of competition—that is, that of paying the tax out of their own pockets with the object of recouping the loss from the resulting increased sales of other articles;

"And lastly, after all these business deterrents and destructive features, the tax yielded only a small percentage of the revenue originally anticipated.

"Thus, in a statement by the Honorable W. N. McFarland, State supervisor of public accounts and the administrator of the Louisiana tobacco tax law, at a conference of the tax officials of the several States that have enacted similar tobacco tax laws, held last November at Atlanta, Ga., he said:

"'. . . I have a little statement here showing that during the first twelve months of the law's operation we had occasion to penalize two thousand one hundred and eighty-eight people. Well, that is about one-seventh of the tobacco dealers. It may be nearer one-sixth of the tobacco dealers.

"'. . . Now, the question arises whether the imposition of the penalty and collecting a little revenue from that source was doing good or doing harm. We rather felt at first that a man who was penalized one time would be very careful about how he stamped his tobacco, so as not to be penalized a second time; but instead of that, it looked like when a penalty was imposed upon "Mr. A" the office had a life enemy. Right there he had a grudge, not only against the law but against the office, and he started out, according to my way of thinking, with a deliberate intention to see if he could not beat that law, and the result is it has gone from bad to worse, until I am ready to endorse Mr. Kuhn's statement from the Tennessee situation that the tax stamp law made to be put upon tobacco by the retail dealer has made a race of liars.'

"However, the most significant of all the public utterances against the tobacco tax in Louisiana was the statement issued by the Hon. Dr. Thomas H. Harris, State superintendent of education in Louisiana, the father of that very act, whose firm advocacy of the adoption of the tobacco tax in 1926 was largely, if not altogether, responsible for the original passage of that law, and whose equally firm recommendation, at the recent session (two years thereafter) for its repeal as an 'unsatisfactory' law, which 'seems impossible of proper enforcement,' was instrumental to no little extent in bringing about the abolition of the tobacco tax.

"Said Dr. Harris in a public letter addressed to the members of the school boards, parish superintendents and high school principals:

"'I have just held a conference with Governor Long on the subject of school finances and especially the tobacco tax. It is the opinion of the Governor that public education will be served by abandoning the tobacco tax and raising an equivalent amount of money, or more, from a reorganized tax on natural resources; in other words, the severance tax.

"'I agreed with the Governor's point of view and told him that I should very cheerfully render any assistance possible in support of the proposition mentioned and I stated that I was of the opinion that the school forces throughout the State would take the same view of the matter.

"'. . . After hearing the Governor's statements and after having discussed the same question with the supervisor, Mr. W. N. McFarland, I believe that the Governor's views are thoroughly sound and that we shall make no mistake to abandon the tobacco tax and secure the additional funds required from the source indicated.

"'The present tobacco law is unsatisfactory and it seems impossible of proper enforcement. . . .

"'. . . The results of the investigation are unsatisfactory. In view of the facts it seems to me that it

(*Continued on Page 16*)

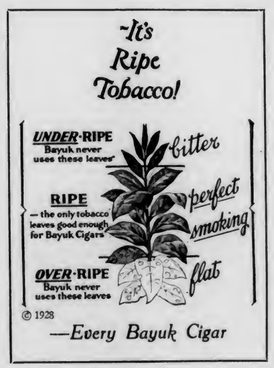
Every smoke appetite satisfied here

THE percentage of smokers whose choice of a cigar—in price, size or type—cannot be met in one or another of the five Bayuk brands, is small indeed.

Five cents to three for fifty cents is the range. And each brand is a famous brand. Each has the support of years of popularity. Outstanding *quality* has done it.

There is a sincerity in the manufacture of Bayuk cigars nowhere excelled in the industry. For thirty years Bayuk has had but one policy . . . to put the utmost into our products and to be satisfied with a low unit of profit. We knew that such a policy would bring us large production and about the same aggregate return as a smaller production of lower-quality cigars at a larger profit margin.

The plan worked—as it will in any business. Sixteen Bayuk plants and another in course of construction—they tell the story.



But that isn't everything. There is also the pleasant reward of pride in making good cigars. There's the satisfaction which comes from contributing something above the ordinary to the smoking enjoyment of millions. There is satisfaction in giving the retailer a product which he is proud to sell; which he can sell with minimum effort, in large quantities and with frequent turnover.

Bayuk cigars are doing just that for thousands and thousands of retailers Whichever Bayuk brand or brands you handle, you can say sincerely with every cigar that goes over your counter, "There is the very best cigar value I know."

Yungfello, 5c. Foil-wrapped.

Londres, 5c with and without foil. Perfecto Extra, 3 for 20c—foil-wrapped.

Perfecto, 10c; Longfello, panatella type, 10c; After Dinner, extra-large, 2 for 25c. Last two foil-wrapped.

Sizes: 15c, 2 for 25c and 10c. Certain sizes foil-wrapped.

Sizes: 3 for 50c, 15c, 2 for 25c, and 10c.

BAYUK BRANDS BUILD BUSINESS

BAYUK CIGARS *Inc.*

PHILADELPHIA

Makers of fine cigars since 1897

MURIEL
CIGARS

Thousands are changing to *Muriel* . . . It pays to display them. Mild but not too mild . . . rich but not too rich. Rothschilds size foil-wrapped to seal in the flavor and prevent breakage . . . P. Lorillard Company, Inc., 119 West 40th St., N. Y. C.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

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CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
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CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
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CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

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W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
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CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

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ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York, City ... Secretary and Treasurer

CIGAR COMPANY EARNINGS LESS

According to figures published recently, profits for the first six months of 1928 of six of the large cigar manufacturing companies, averaged 5.95 per cent. less than for the same period of 1927.

The figures are as follows:

	1928	*1927*
Bayuk Cigars, Inc.	$ 563,369	$ 628,954
Congress Cigar Co., Inc.	1,172,091	1,207,662
Consolidated Cigar Corp.	1,652,503	1,280,614
Otto Eisenlohr & Bro.	52,883	186,803
General Cigar Co.	976,152	1,460,592
Waitt & Bond, Inc.	302,493	253,220
Totals	$4,719,486	$5,017,845

UNITED HEAD PREDICTS BROADENING OF LINES CARRIED

W. T. Posey, vice president of the United Cigar Stores Company, according to an announcement made last week, believes that within the next few years a majority of cigar and cigarette chain stores, instead of retailing merely tobacco products, will have broadened out to include the drug and other kindred lines of quick turnover. United Cigar Stores this year acquired sixty-eight drug stores and eighty-two combination stores.

STANLEY SUES FOR GOLF INJURY

Ralph L. Stanley, president of the Stanley Cigar Company, of St. Louis, Mo., filed suit last week in St. Louis court against Anson More, president of the More Automobile Company, for injuries suffered when a golf ball hit by Mr. More struck Mr. Stanley on the head some time ago. Mr. Stanley's skull was fractured by the ball.

STANDARD COMMERCIAL DIVIDEND

At a meeting of the Board of Directors of the Standard Commercial Tobacco Company, held on Thursday of last week, the regular quarterly dividend of 25 cents a share was declared, and a special meeting of the Board was called for September 14th to consider declaration of a stock dividend.

CONGRESS HAS VISITORS

Among visitors at the Congress Cigar Company, Third and Spruce Streets, recently were Mr. Isaacson, of the Metropolitan Cigar Company, Denver, Col., and A. E. Stocker, of Canton, Ohio, both distributors of "La Palina" for their respective territories.

CIGARETTE PRICE CUT HELPS UNITED

Since cigarette manufacturers reduced the price of cigarettes forty cents a thousand, the United Cigar Stores have been earning about $100,000 per month net more from the increased sales, it was reported last week. The volume sales of virtually all brands has increased greatly.

TOBACCO PRODUCTS EARNINGS

Report of Tobacco Products Corporation shows net profit for the half year ending June 30, 1928, of $3,766,580, a decline of $635,059 from the corresponding period of the previous year.

CUBA C. OF C. PREDICTS LOSS OF BUSINESS WITH CUBA THROUGH REFUSAL OF CONGRESS TO MAKE NEW PARCEL POST CONVENTION

According to an analysis of the results of a questionnaire mailed by the American Chamber of Commerce of Cuba to business organizations in that country, a substantial portion of Cuban trade may turn to other countries for commodities formerly purchased in the United States unless the failure of the last Congress to make a new parcel post convention with Cuba is rectified.

The parcel post treaty with Cuba, which lapsed on March 1, last, was a temporary arrangement of which the continuance was conditional upon the repeal of a law of the United States enacted in 1866, forbidding the importantion of cigars in lots of less than 3,000 Since the weight limit of parcel post packages from Cuba was eleven pounds, and since the weight of 3,000 cigars is between forty and fifty pounds, the legislation made it impossible to mail cigars, and the Cuban government decided not to renew the convention.

PRODUCTION OF LICORICE ROOT IN SPAIN

The gathering and drying of this season's crop of licorice root was completed during the June quarter of 1928 and it is reported that the total crop will amount to approximately 772,000 pounds of dry root, states American Consul Richard Ford in a report released by the Tobacco Section of the Department of Commerce. This does not represent the total potential yield in the Seville district, this product being dug solely in accordance with the existing demand which this year is unusually low. All of the local production, which will shortly be ready for baling, is exported annually to the United States where it is used chiefly in the manufacture of chewing tobacco.

TAXES DOUBLE PRICE RECEIVED BY FARMER

According to an article recently published, written by John A. Livingstone, Uncle Sam got practically $200,000,000 in stamp taxes on tobacco manufactured in North Carolina last year, which is practically double what the farmers received for producing the North Carolina crop. Uncle Sam gets $3 on each thousand cigarettes. As it takes three pounds of tobacco to make this number of cigarettes, this means a dollar a pound for taxes, which is nearly five times what the farmer gets for raising a pound of bright leaf tobacco.

SMOKING RELIEF FOR SEASICKNESS

Gordon D. Knox, writing in "The British Medical Journal," claims to have made the great discovery by accident, that tobacco smoking is the latest remedy for seasickness recommended by travelers.

He said that he had happened to light a pipe after feeling of slight nausea and the illness disappeared. He urged a friend to try the same remedy which operated this time with equal success.

BAYUK CAMPAIGN FOR NORTHWEST

Thirty local salesmen in Seattle, Wash., recently were guests of representatives of Bayuk Cigars, Incorporated, at the Hotel New Washington there, at which time plans were discussed for an extensive advertising campaign to be launched in that territory, with Seattle as headquarters. The Spring Cigar Company of Seattle, will distribute Bayuk brands for that territory.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OP'TIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA
CIGAR

RENEWED EFFORTS ON STATE TAXES

(*Continued from page 12*)

is highly desirable that we get away from this source of school revenues and substitute a source that will be more stable and more satisfactory from every standpoint . . .'

"Coupled with this, there has been in the State of Louisiana a well-organized trade association led by trade leaders, who had made a most gallant fight against the passage of this Act in the first instance, and who, having lost by but one vote when the act was originally passed, only became more determined to see the trade in their State free from iniquitous taxation of this nature, and what they did to bring about that achievement is very modestly set forth in a brief paragraph or two contained in a letter that we received from one of the Louisiana trade leaders, which we are quoting, to wit:

" 'Two years ago we organized the Tobacco Club of Louisiana to fight the tobacco tax, and we did not disband when the tax was imposed upon us. We have kept the organization going, and changed it to the Louisiana Fair Tax Association and have been continually working for the past two years.

" 'We have sent our circulars to all of our trade; we have interviewed Representatives and Senators; have had our salesmen talk this matter over with their trade, impressing upon them the necessity of taking it up with their local representatives and trying to influence them against the tax. We got an expression from every Senator and Representative, had these printed and sent them out far and wide and, as we stated before, we feel that it was the work along these lines which made Mr. Long (the Governor) see the importance of his standing on this tax.'

"To be sure, the story told in these few lines is a story of the performance of a real laborious task. But we ask in all frankness, is it not worth while for the trade leaders in any State to do that much, and even more, if need be, to save their own business enterprise, as well as those of their whole State from a surely destructive tax system?

"It may not be amiss to note here that, although organized originally as a 'Tobacco Club,' the tobacco trade in Louisiana very wisely changed the name of the association to the Louisiana Fair Tax Association, with the result that representative merchants from all industries were soon working hand in hand with the tobacco trade against nuisance taxes on any article or commodity.

"There was another thing largely responsible for the success in Louisiana, which cannot be too strongly emphasized, and that is the fact that the Louisiana trade leaders have never failed to realize that they must not depend upon the T. M. A. or upon any other outside forces to do the battling for them.

"The T. M. A. has, of course, extended to the Louisiana trade all the proper and needful help that it was possible for the association to extend, as it has done, and as it hopes to be able to continue to do in all States under similar circumstances. But, after all, the activities in all such cases must be carried on by men on the field, by the merchants and organizations of the legislators' own home States, by people who, as constituents of their representatives in the Legislature, may voice their sentiments and address their legislator as a matter of right and to whom alone legislators will listen with all due deference, and without the resentment usually felt against outside interference.

"Thus, the Louisiana trade leaders, having assumed complete responsibility, proceeded with their attacks against that obnoxious tax with the fullest realization that the burden was entirely theirs and that either failure or success depended solely upon their own activities.

"There was still one more factor in the Louisiana situation that contributed to no little extent to the repeal of the tobacco tax, and that was the support of merchants and trade bodies who, although not directly interested in the tobacco tax, but recognizing the danger of the probable extension of such tax to patent medicines, soft drinks, candies, sporting goods, canned goods and other articles, had put their shoulders to the wheel and joined with the tobacco forces in fighting for the obliteration of the tobacco tax, the very existence of which had been looked upon by them as an unmistakable menace to all industries in their State.

"In thus dwelling upon the remarkable achievement accomplished by the trade leaders in Louisiana, we, of course, do not intend, in any way, to underestimate the value of the service rendered by the trade leaders in the thirty States where similar tax measures have been defeated in the last few years. Surely the trade leaders in all those States are entitled to the fullest measure of credit and have earned the lasting gratitude of the industry for their splendid accomplishments in fighting off disastrous tax levies of this nature.

"Nor are we less appreciative of the services rendered by the trade leaders who helped to clean up the tobacco map by obliterating from the statute books the tobacco prohibition laws that had been left over as relics from old-time intolerance and misunderstanding of the real merits of tobacco.

"But we are placing so much emphasis upon the Louisiana situation because, as no one can fail to realize it is so much more difficult to secure the repeal of a tax after the State had enjoyed the taste of the revenue derived therefrom, than it is to avert the original enactment of such a law, and we are simply endeavoring to demonstrate what can be accomplished by well-organized, well-directed and ceaseless activities.

"To those who are now suffering under similar tax laws, it is hardly necessary to emphasize that the situation that existed in Louisiana with respect to the tobacco tax must be, and undoubtedly is, equally true in their own States. And that what the Louisiana authorities have learned about the tobacco tax in their own State must be, and undoubtedly is, equally well known to the authorities in the other taxing States. But the great difficulty is that, as a general rule, public officials in charge of tax collections are naturally reluctant in criticising or finding fault with any tax scheme, for their business is simply to enforce the law and collect the tax, regardless of the injury that it inflicts upon industry, or the distress and oppression that it works upon the taxpayer. However, let us refer to what Honorable Hill McAlister, State Treasurer of Tennessee, said about the tax:

" 'Its payment is being brought about by secret spies and inspectors who are causing druggists and grocerymen and small merchants to be arrested and hailed into court for failure to comply with its terms. It is certain that the bitterness and friction growing out of the collection of this tax will become more aggravated as time goes on, and it would be a mistake to let the school system in any wise depend for permanent aid upon a tax that is so unpopular and which will in every legislature be under constant attack. Its passage could never have been procured except on the pretext that it was temporary.'

(*Continued on Page 18*)

PENN TOBACCO COMPANY BUYS ANOTHER

(*Continued from Page 4*)

filled the office of secretary and treasurer up to the time of his death last November. In addition to the tobacco business, Mr. Evans was president of the Caldwell National Bank.

The Penn Tobacco Company did not purchase the factory building and the twenty-five acres of land which surrounds it.

When the tobacco business was started in Caldwell small patches of tobacco were planted on every farm. This continued several years after the Civil War. Much of the raw leaf was purchased from the South, however, and, for the last half-century, at least, the factory had no local supply of the weed.

From the time of its start until the late seventies the Caldwell factory sold its products all over northern New Jersey, eastern Pennsylvania and southern New York State. George Campbell, a son of David Campbell, gave up his interest in the Caldwell firm and came to this city, where he started a tobacco factory. An agreement was made by which the Caldwell firm agreed not to sell goods in Newark and surrounding towns, and the Newark firm agreed to not sell west of the crest of First Watchung Mountain, which then formed the Caldwell eastern limits.

The Caldwell factory delivered its goods with large trucks, the limit of the trade in New York being Kingston. The truck drivers were often gone more than a week. Some routes could be covered in less time. The Caldwell factory still retains its New York State business, which it supplies through jobbers. The automobile trucks now in use cover the New Jersey territory. The Penn Company expects to make all of its sales through jobbers, and to abandon the truck delivery in New Jersey entirely.

Shortly prior to the Civil War Caldwell had a population greater than any other municipality in Essex County except Newark and Orange.

Tobacco leaf was cut by machinery installed in a separate mill in which is now Grover Cleveland Park. It was run by water power from Caldwell Brook. Some cutting was done at the main factory by horsepower, the horse being driven in a circle. A steam-driven cutting plant was installed in 1877.

The date the present factory was built is unknown. No changes have been made in the Bloomfield Avenue frontage since prior to the Civil War. At the time the steam engine was installed an addition was made at the rear.

ENGLISH WOMEN CONSUME MORE CIGARETTES

According to the recently issued report of the Imperial Economic Committee, of London, England, English women are smoking more cigarettes every year.

"While in 1914," the report states, "the average annual consumption of tobacco in the United Kingdom was 2.4 pounds per head of the population, in 1927 the average consumption had risen to 3.4 pounds, indicating a rapid increase due undoubtedly to the extension of the cigarette habit and to increased smoking by women.

After all nothing satisfies like a good cigar

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

HAVING LOCATED IN DALLAS, TEXAS, WOULD LIKE TO hear from Cigar Factories making Class C and up, requiring representation in this live State with its many growing cities. Must be exceptionally high class merchandise, because the "Big Boys" are certainly after the business down here too, and goods must be attractive propositions to even get a hearing with the better class jobbers.

Would also like Specialties suitable for carrying with cigars as side line. What have you? Address John H. Baker, 3400 Cole Avenue, Dallas, Texas.

WE ARE IN A POSITION TO HANDLE A FEW MORE JOBBERS on our own, or private brands—Class C. C. O. Benner Cigar Company, Trumbauersville, Bucks County, Pa. Cigar manufacturers since 1893.

POSITION WANTED

STRIPPER FOREMAN DESIRES POSITION. Experienced in Handling all Grades of Tobacco. Can handle large productions. Familiar with stripping machines. Willing to go out of town. Address Box 522, "The Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 48 SEPTEMBER 15, 1928 No. 18

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

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CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
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Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

WIZZIT:—45,298. For tobacco pouches. The Burtis Company, Inc., Newark, N. J. August 29, 1928.

BRETTON ARMS:—45,300. For cigars, cigarettes and cheroots. F. W. Sommerfeld, Tampa, Fla. September 4, 1928.

ARANKA:—45,301. For cigars. Harry Blatt, New York, N. Y. August 14, 1928.

CHARLESWORTH:—45,302. For cigars, cigarettes, chewing and smoking tobacco. F. Chas. Eimerbrink, Hellam, Pa. August 8, 1928.

HADDINGTON:—45,303. For cigars, cigarettes and tobacco. Benjamin Gorlitzer, New York, N. Y. July 26, 1928.

BAYUK RIBBON:—45,304. For all tobacco products. Bayuk Cigars, Inc., Philadelphia, Pa. September 8, 1928.

TRANSFERS

CHEER:—2292 (Legal Protective Association). For cigars. Registered August 11, 1886, by George Schlegel, New York, N. Y. Transferred to the American Litho. Company, New York, N. Y., and re-transferred to Brill Cigars, New York, N. Y., August 23, 1928.

REY del AIRE:—26,874 (U. S. Tobacco Journal), and **25,070** (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered March 30, 1903, by the American Litho. Company, New York, N. Y. Transferred to Wm. Glaccum & Sons, New York, N. Y., and re-transferred to the Federal Cigar Company, Inc., Camden, N. J., September 6, 1928.

LA FLOR de ESPECIAL de A. ROIG & LANGSDORF:—1966 (Tobacco Leaf). For cigars. Registered October 25, 1886, by A. Roig & Langsdorf, Philadelphia, Pa. Transferred to E. Kleiner & Company, Inc., New York, N. Y., September 4, 1928.

LA FLOR ESPECIAL de A. ROIG:—4624 (U. S. Tobacco Journal). For cigars. Registered October 8, 1885, by A. Roig, Philadelphia, Pa. Transferred to E. Kleiner & Company, Inc., New York, N. Y., September 4, 1928.

ST. ELMO:—26,805 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered March 18, 1903, by St. Elmo Cigar Company, Los Angeles, Cal. Through mesne transfers acquired by Golden State Box Factory, Los Angeles, Cal., and re-transferred to Louis Kanter, Los Angeles, Cal., August 24, 1928.

RENEWED EFFORTS ON STATE TAXES

(*Continued from page 16*)

"At the same time, it is also gratifying to refer to the defeat of a similar tax bill by a popular vote in the State of Oregon, and to the veto of a like measure by the Governor of Mississippi.

"That public opinion is overwhelmingly against this sort of taxation has but recently been clearly demonstrated in the State of Oregon, the only State in which the people have had an opportunity to record their votes thereon at the polls.

"In Oregon, too, the Legislature enacted a tobacco tax law. But the Oregon constitution contains a referendum clause providing that upon a petition signed by a certain number of citizens any statute passed by the Legislature must be submitted to a vote of the people.

"More than 15,000 voters having signed such petition for a referendum on this statute, it came up for a vote with the result that it was defeated by nearly 2 to 1; 120,635 votes having been cast against it, while only 61,983 votes were registered in favor of this measure.

"In spite of the unsatisfactory experience with tobacco sales taxes in Arkansas and Louisiana, Mississippi's sister States, the Mississippi Legislature passed a tobacco tax bill at its last session, but it was promptly vetoed by the Governor, who stated:

"'The much-discussed tobacco tax under the guise of being a luxury tax which is in fact a tax on the comfort and solace of the less prosperous of our people and particularly toilers in shop and field, a luxury largely confined to the poor. . . .

"'. . . The tobacco tax, from recent experiences in the State of Arkansas, will not be more than one-half of the amount estimated by the proponents of this nuisance and tantalizing tax. It will produce more strife, discord, dissatisfaction, trouble, hatred and botheration than it will coins of the realm. This tax in Tennessee has developed a great race of liars and over in our sister State of Louisiana, in one year, there were over two thousand penalties imposed for violation.'

Lesson for the Future

"It is no exaggeration to say that in recent years the tobacco industry has been harassed and seriously menaced by State legislation more than any other industry in the United States. Those who have participated in the activities to save our industry from State taxation in their own States will readily realize what it means for any industry to be thus attacked by tax legislation simultaneously in twenty-five or thirty State Legislatures all sessioning at the same time.

"That the combating of such legislative outbreaks requires almost superhuman energy need hardly be emphasized. Yet in the last few years the tobacco industry has seen the defeat of such tax measures in no less than thirty States and at fifty-three legislative sessions, for it is to be noted that in some of the States such tax measures have made repeated appearances at one session after another. And to this may be added the repeal of all the left-over old-time tobacco prohibition laws witnessed during the same period, besides the reduction of over $20,000,000 of the internal revenue taxes on cigars, passed in 1926, so that the lesson that we learn from the past cannot but hold out the highest degree of encouragement for the future.

"We have thus dwelt at such length on the industry's legislative battles in the past, because we feel that they present a record that augurs well for our industry's success in withstanding similar attacks in the future, and because it is our earnest hope that this record may serve as an encouraging stimulus to the trade leaders all over the country for renewed and redoubled efforts to keep the tobacco business free from State taxation, on top of the already heavy tax levies of the Federal Government, and for the continuance of such efforts until we shall be completely relieved from this constantly recurring menace.

"With forty-three State Legislatures to convene at the coming legislative season, which begins next January, the trade must be prepared to meet renewed attacks, particularly in those States where repeated efforts have been made to enact tobacco tax laws, and where, according to current rumors, such efforts are likely to be renewed in spite of their repeated defeats.

"But a great deal can be accomplished by proper activities in advance, that is, before the Legislatures actually convene, when the trade leaders have ample opportunity to meet their district representatives, and to convey their views in person. A personal interview with a legislator, or a candidate for the Legislature, at this time, would undoubtedly be of incalculable benefit, and may perhaps be the means of averting a serious situation when the Legislature meets.

BUYERS' GUIDE

CIGAR BOXES

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MANUFACTURERS OF HIGH GRADE CIGAR BOXES
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Strong, Salt, Sweet and Plain Scotchs
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SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
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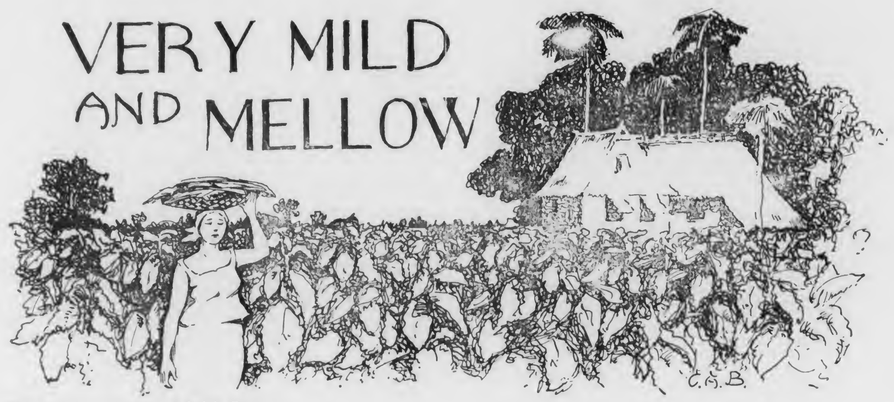
VERY MILD AND MELLOW



Philippine tobacco plantation in Isabela Province, Cagayan Valley, where the overflow of the river restores the soil and tobacco grows luxuriantly.

FINE TOBACCO

Naturally Mild and Sweet - and Grown and Ripened Under a Tropical Sun, are the Reasons Why

THOSE MANILA CIGARS SATISFY SMOKERS

Manila is making the best cigar in the world for a nickel Spanish hand-work, Perfecto shapes, long-filler, light colors attract the eye and intrigue the taste. Better grades in Class B, C and D are also making friends wherever a very mild cigar is in demand.

Do you want a substantial business at a good profit? Do you want a line that will bring smokers to your store and hold them steady customers?

THEN GET A STANDARD MANILA LINE.
PUT IT TO WORK AND WATCH IT GROW!

Booklet, information on application to

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C. A. BOND, Mgr.

15 WILLIAM STREET, NEW YORK

OCTOBER 1, 1928

VOLUME 48 No. 19

THE TOBACCO WORLD

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LOOKING AT IT—AND BEYOND!

With the first puff of satisfaction, the smoker invariably looks at the burning cigar in his hand, trying to discover the "why" of this unlooked-for pleasure.

The tobacco in a good, mild cigar, possesses delicacy of aroma and a certain mellowness imparted by the proper ripening and curing of the leaf; it is full-bodied and burns freely.

On such essentials, the popularity of the Porto Rican leaf rests. It is grown under most modern methods, in a soil rich in magnesia, which brings out the full tobacco quality and which produces a slow and even-burning leaf. Pleasantly fragrant, too, and embodying a most unusual mildness.

Grown in an American possession, this tobacco is admitted free of duty, permitting an economical production of cigars, easily within the reach of the average smoker.

This is why so many manufacturers are turning to Porto Rico for their supply of leaf, to be used either wholly or in the blend for their cigars. They have found that Porto Rican tobacco is inevitable to a good, mild cigar.

You will be interested in a booklet containing full information on Porto Rican tobacco. Write us for it today.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
1457 Broadway M. T. SALDANA, General Manager New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

THE SIGN OF A GOOD CIGAR--WOODEN BOXES

CIGARS cannot properly condition themelves when packed in air-tight containers.

Porous cigar box wood permits the necessary air circulation. It absorbs just enough moisture for conditioning the product and adds to the cigar's aroma the mellow fragrance of the wood.

That's why smokers of good cigars invariably choose WOODEN BOXES.

The Best Cigars Are Packed in WOODEN BOXES

Volume 48 — Number 19

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, OCTOBER 1, 1928 — Foreign $3.50

STORM DEVASTATES PORTO RICO

THE terrible hurricane which swept over the island of Porto Rico during the week of September 10th was one of the worst ever experienced on the island, the wind at times reaching a velocity estimated to have been 150 miles an hour, sweeping everything in its path, and the pouring rain which accompanied the storm drenching the people driven from their homes. More than one thousand people were killed and approximately 500,000 made homeless and destitute.

An earnest appeal for help from the people of the United States has been made in a letter sent out by M. T. Saldana, general manager of the Porto Rican Government Tobacco Guarantee Agency, in New York City, and it is hoped a generous response will be made by the tobacco industry to save these people from starvation.

In addition to the hardships suffered from the storm an epidemic of influenza and other diseases has broken out and immediate assistance is needed.

A cablegram received by Mr. Saldana last week from the Porto Rican Government stated that tobacco seedbeds were practically wiped out and the drying barns destroyed. Stocks of leaf and stripped tobacco were damaged to a considerable extent, and a great number of tobacco growers will hardly overcome the situation for this year's crop.

It is generally believed that not a tobacco warehouse on the island escaped without some damage.

"GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
1457 Broadway,
New York, N. Y.
September 17, 1928

To the Tobacco Trade.

On the eve of a prosperity as yet unrecorded, the hand of Fate falls heavily upon the island of Porto Rico. Crops that were promising an era of well being for its industrious inhabitants have been completely destroyed, bringing ruin and desolation to a hopeful people.

Hearts bleed for the suffering! Material assistance, however, is imperative. In our aim to offer succor to the unfortunate in this, their hour of need, we plead to your generous and kindly spirit.

The tobacco trade in general is appealed to most urgently for a contribution towards the immediate relief of the afflicted of Porto Rico. The trade press has most generously offered its columns for reports of all contributions made, which shall be grouped under a Special Tobacco Trade Relief Fund, to be affiliated with that of the General Porto Rico Relief Committee.

Checks should be made payable to M. T. Saldana, acting for the Porto Rico Relief Committee, and sent to him care of the Tobacco Guarantee Agency, 1457 Broadway, New York City.

Permit me to personally urge your prompt action, and believe me heartfully apprecative.

Very truly yours,

(Sgd.) M. T. SALDANA,
Chief, Government of Porto Rico Tobacco Guarantee Agency."

KLEIN TO INCREASE CAPITAL STOCK

A meeting of the stockholders of the D. Emil Klein Company has been called for October 4th, at the offices of the company in New York City, for the purpose of approving a plan to increase the capital stock of the company. The preferred stock authorized is to be increased from 5000 shares to 10,000 shares, and the common stock is to be increased from 10,000 shares of no par value to 100,000 shares of no par value.

The brands of the D. Emil Klein Company, "Haddon Hall," "Nottingham" and "Emanelo," have been steadily gaining in popular favor for some time.

AMERICAN SUMATRA DIVIDEND

The board of directors of the American Sumatra Tobacco Company has declared a stock dividend of 3 per cent. on the common stock of the company and an initial quarterly cash dividend of seventy-five cents, thus placing the stock on a $3 annual basis.

The stock dividend is payable November 15th to stockholders of record November 1st, and the cash dividend is payable October 15th to stockholders of record October 1st.

W. T. DAVIS DEAD

William T. Davis, who has been manager of E. Rosenwald & Brother's Ohio interests for more than fifteen years, died at his home in Dayton, Ohio, on September 14th. He was seventy-one years old, and had been confined to his home for some time due to heart trouble. He had been associated with the Rosenwald firm for fifty-two years.

He is survived by his widow, one son and one grandson.

ROGERS RETURNS FROM WEST

John J. Rogers, president of Otto Eisenlohr & Brothers, Inc., has recently returned from a trip through Illinois, Wisconsin and Michigan and reports sales of "Cinco" in that territory are entirely satisfactory.

CLAUDE TURNER JOINS UNION COMPANY

CLAUDE E. TURNER, formerly associated with the Preferred Havana Tobacco Company, and later engaged in the advertising business, has found the urge too strong to resist and has returned to the cigar industry as a member of the organization of the Union Cigar Company.

Mr. Turner will act in the capacity for which he is most fitted, and that is promotion of sales of cigars. For the present he will put his efforts behind the "Cinco" and "Henrietta" brands of the Otto Eisenlohr & Brothers firm, recently purchased by the Union Company.

SALESMEN TO HAVE $3,000,000 HOME

A movement has been launched by the National Traveling Salesmen's Foundation to endow a $3,000,000 home for aged, infirm or indigent traveling salesmen, at Winston-Salem, North Carolina, which has received the hearty endorsement of the National Board of Tobacco Salesmen's Association.

The home is to be erected on a 1000-acre site at Winston-Salem, N. C., which was bequeathed by the late J. C. Tise, together with $100,000 to be used for a charitable or educational purpose of this kind.

The officers of the National Board of Tobacco Salesmen's Association are J. A. Martin, of Newark, N. J., president; A. Freeman, of New York City, Eastern director; Charles D. Coleman, of Chicago, vice-president; Jesse W. Elson, of Cleveland, Western director, and A. J. Silett, of Brooklyn, secretary-treasurer.

The balance of the money needed is to be raised by a campaign, which will be under the direction of one hundred salesmen to be chosen from the more than 500,000 traveling salesmen throughout the country.

"LUCKY STRIKE" BROADCASTING SERIES

On September 15th the American Tobacco Company inaugurated a series of radio programs known as the "Lucky Strike" radio hour, to be broadcast over the network of the National Broadcasting Company, and using a hook-up of forty-six stations throughout the country.

After investigating the public demand, the American Tobacco Company decided that an hour of popular dance music would prove the most popular. A thirty-five piece orchestra provides the music and the programs are being broadcast each Saturday night over the network of stations which covers the country from Maine to California.

MORRIS SCHINASI DEAD

Morris Schinasi, one of the proprietors of the old cigarette manufacturing firm of Schinasi Brothers, who manufactured "Egyptian Prettiest" and "Naturals," died at his home in New York City a short time ago. He had retired from the cigarette manufacturing business several years ago.

He is survived by his widow, Mrs. Laurette Schinasi, and three daughters. Two of the daughters are married.

AMERICAN SUMATRA EARNINGS

Net income of the American Sumatra Tobacco Company for the year ending July 31, 1928, is reported as $634,028, a decrease of $306,465 from the net of the preceding year.

UNITED STATES TOBACCO COMPANY AGENT FOR FRENCH CIGARETTE PAPER

THE UNITED STATES TOBACCO COMPANY, 1107 Broadway, New York City, has sent the following letter to the trade announcing their appointment as sole importers and agents for the United States for the "Zig Zag" French cigarette paper books:

"To Our Customers:

We are pleased to announce that Messrs. Braunstein Freres, of Paris, France, manufacturers of

Zig Zag

French Cigarette Paper Books

have appointed us Sole Importers and Agents for the United States for their superior quality Cigarette Papers.

The enclosed books speak for themselves.

Zig Zag is celebrated all over the world.

Note the following unique features:—

(1) Finest Quality French Cigarette Paper
(2) Only one paper can be pulled at a time
(3) Therefore, no waste
(4) Gummed Edges
(5) Each Paper Ready Creased.

We solicit your valued orders.

Zig Zag Books

White #147 Wheat Straw #144

Two dozen in a Carton.

25 Cartons in a Shipping Box —96¢ a Carton
600 Cartons in a Case —96¢ a Carton

One or more Shipping Boxes of 25 Cartons of Zig Zag may be added to:—

Any shipment of our Tobacco from Richmond, Va. Factory—Dill's, Model, Old Briar and other tobaccos

Any shipment of our Snuff from Nashville, Tenn. Factory—DeVoe's, Rooster, Bruton's and other brands of Scotch Snuff.

Any shipment of our Snuff from Chicago, Ill. Factory—Copenhagen, Seal Brand, Anchor and other brands.

Very truly yours,

United States Tobacco Company."

T. S. A. TO HOLD ANNUAL PARTY

The annual supper, show and dance of the New York Branch Tobacco Salesmen's Association will be held at the Hotel Astor on October 6th, and a lively program has been arranged.

The event will take place in the Belvedere Room of the hotel, and if you have not procured your tickets for this big event you are urged to do so at once so that proper arrangements can be made for your accommodation. The price of the ticket is six dollars per person, and you are assured of receiving your money's worth.

George J. Solomon is chairman of the Entertainment Committee and Max Berliner is treasurer.

SCHULTE EARNINGS DROP

Schulte Cigar Stores Corporation reports profits for the first six months of 1928 of $2,607,375, before Federal taxes, which is a decrease of $86,626 from earnings for the same period of 1927.

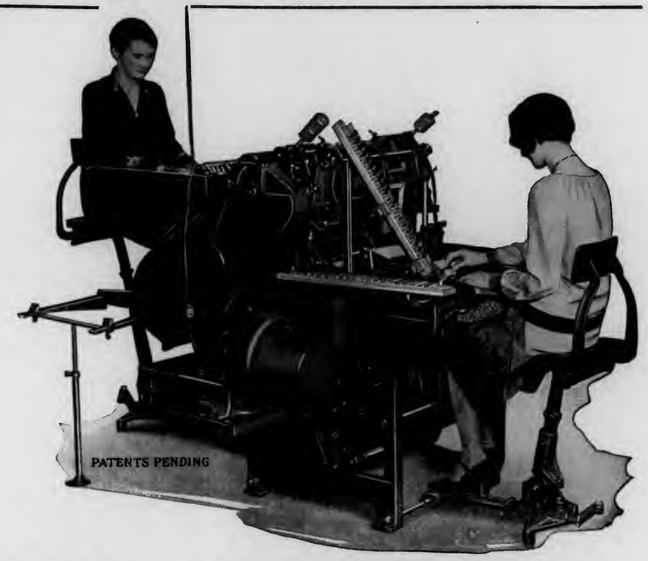
Considerable selling of the stock was evident on the market as a result of the report but good support kept the reaction to a relatively small amount.

A Remarkable Long Filler Bunch Machine

Improved!

With Three Important Stock and Cost Saving Features—

1. Binder Suction Table with Individual, Direct-Connected, Motor-Driven Suction Fan;
2. Latest Type of Friction Clutch and Emergency Stop;
3. The Famous Alemite-Zerk System of Lubrication.



The MODEL T UNIVERSAL
Long Filler Bunch Machine
(Non-Blending Type)
For High Grade Work

A REMARKABLY advantageous, new feature of the Model T Universal is that it is now being made with (or without) a Binder Suction Table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder tightly against the rolling apron by suction, thereby assuring smoother and more-perfectly rolled bunches. It also *effects a saving of binders* because smaller binders can be used.

The Model T (Blending) Long Filler Bunch Machine is built with the latest type of friction clutch and emergency stop. This causes the machine to run more smoothly, and prompts the stopping of the machine at any point in its operation. It also reduces the upkeep cost of the machine.

The Model T is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

Labor, Stock and Money-Saving Features

A—The Binder Suction Table assures smoother and more perfectly-rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of friction clutch and emergency stop makes the machine run more smoothly and permits the instantaneous stopping of the machine at any point. It also reduces the upkeep cost.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the fillers mechanically in exactly the same way as is done by hand; a few sprigs of fillers being intermittently added until the bunch is built up to the proper size and condition.

F—Two or more kinds of filler can be blended on this machine in any proportions desired.

G—Any size or shape of bunch, and both right and left-hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators, it produces 450 to 500 uniform, spongy, free-smoking, blended bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of fillers.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction; easy to operate and handle; requires no expert mechanical attention.

Write for Illustrated Price Folder and complete Model T information

The price of the Model T Universal equipped with Two Folding Chairs, Individual Drive Equipment and ¼ H. P. Motor is

$1750

Convenient Time Payment Terms

With Binder Suction Table $50 extra. With Individual, direct-connected motor-driven Suction Fan $75 extra. Prices F. O. B. Newark, N. J., U. S. A

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

PHILADELPHIA.

NEW "LA PALINA" ADVERTISING

LAST WEEK the Congress Cigar Company launched a new idea in cigar advertising which has excited no little comment in the trade and among smokers in general as well.

The advertisement, to our minds, is one of the best for the whole cigar industry that we have seen for a long time, but very naturally it puts in a good word for "La Palina" at the finish.

The ad. states:

"As a result of a survey, it has been ascertained that 92 per cent. of the principal executives of the American Telephone & Telegraph Company are cigar smokers, their heavy responsibilities requiring the good health that can only result from perfect nerves.

"For while a cigar yields the utmost pleasure that can be derived from smoking, it can only be enjoyed to the full if it be consumed slowly and leisurely. So a cigar is not smoked to satisfy a mere nervous habit or craving. And one is not lighted from the end of another, hurriedly and nervously.

"Many doctors, especially throat specialists, urge their patients who smoke to switch to cigars, for to quote one very well-known New York practitioner:

" 'By far the greater part of throat troubles with which smokers are afflicted result from the drying, burning effect of *hot* tobacco smoke upon the tender tissues of the throat.

" '*Cigar smoke, on the contrary, is cool, not hot.* And it is cool because the manner in which a cigar is made causes the tobacco to burn slowly and the smoke is filtered and cooled as it is drawn through the body of the cigar. Besides which, in the making of a cigar nothing but tobacco is utilized—no quick-burning foreign substance for wrapper being necessary.'

"Make this test for a week—*smoke cigars exclusively* and you will find yourself feeling better, with no cough or throat irritation, improved nerves, increased vitality, less of that tired feeling, and you will have realized a new conception of the enjoyment and the solace that can be derived from smoking.

"To really test cigars with justice to yourself and to cigars we suggest the test be made with 'La Palinas.' Since they are America's largest selling, high-grade cigar . . . over a million a day—you can smoke them, confident that they will please you."

This type of advertisement is more in line with that which has been done with such good effect by the various cigarette manufacturers for some time, and the results are being watched with interest.

HOLIDAY PACKINGS IN EVIDENCE

MOST of the Philadelphia cigar manufacturers have placed samples of their holiday packings before their jobbers and distributors, and orders are being received in a very gratifying manner. Several changes have been made in the various packings and there will be some handsome packages offered to the public for gifts during the coming holiday season.

CIGARETTES AT $1.10 A CARTON

The N. Snellenburg & Company department store at Eleventh and Market Streets, which installed a cigar and tobacco department some time ago, last week featured the popular-priced brands of blended cigarettes at $1.10 a carton for Friday and Saturday only. In advertising this offer, it was stated only one carton of any one brand could be purchased by one person at this price, but they could purchase one carton of each brand at this price if they so desired.

It would be interesting to know just how much Snellenburg & Company profited by the sale and just how much it cost the other retailers of the city in loss of sales.

BRADY UNDERGOES OPERATION

J. Reynolds Brady, better known as "Jim," who is well known throughout the cigar and cigar box manufacturing industry throughout Pennsylvania, underwent an operation at the Presbyterian Hospital here on Thursday morning, and at last reports was doing very nicely.

THE TOBACCO WORLD joins his many friends in wishing him a full and speedy recovery, and we hope to see him again making the rounds of the trade in due time.

DIVIDEND ON BAYUK COMMON

The board of directors of Bayuk Cigars, Incorporated, last week declared an initial dividend of fifty cents a share on the common stock of the corporation, payable October 15th. The regular dividend of 1¾ per cent. was also declared on the preferred stock.

ANDRUSS ON TRIP

Willis Andruss, sales manager for the Congress Cigar Company, is on a trip through the western part of the country as far as Omaha, Neb., visiting the jobbers and distributors of "La Palina."

"Cream of the Crop"
LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES
"This marvelous cigarette!"
Yvonne D'Arle, Delightful Star of "The Three Musketeers"
The finest tobacco—"It's Toasted"
—broad in cut—no dust—all impurities removed—flavor improved.
"It's toasted"
No Throat Irritation-No Cough.
© 1928, The American Tobacco Co., Manufacturers

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

RECENT tendencies toward mergers among manufacturing concerns and the growth in the chain store movement has led some observers to predict the eventual elimination of the small manufacturer and merchant, but officials of the Department of Commerce hold no such belief but feel that, in the last analysis, the independent merchant will maintain his place in proportion to the efficiency with which he performs his functions and renders a real service to the community. For the benefit of the independent merchant the Department of Commerce has just made public a pamphlet detailing the practical aids which the various branches of the department can render to the smaller business man.

Among the problems which the department is studying and which are perhaps of greatest interest to the independent merchant are these dealing with retail distribution and marketing. Mass production has brought about remarkable changes in merchandising during the last quarter century—changes which have tended to upset methods of distribution which are deemed fixed and unalterable. The old order of wholesaler, jobber and retailer has developed into a somewhat confusing system where manufacturers are retailers, whosales own or control retail stores, and retailers own wholesale establishments. This confusion which exists in connection with distribution complicates the problem of efficient business administration and gives rise to a certain amount of distrust among the consuming public. The Commerce Department has found upon investigation that nearly a million business men in this country do a volume of business hardly large enough to provide the facilities for the study of their several problems. Small businesses naturally cannot afford to maintain their own research departments on the scale necessary and must depend on the Government for fact-finding service and cooperation.

Recent studies by the Commerce Department have shown that the profits of many wholesalers and retailers alike are being dissipated through inefficient practices, such as the handling of unprofitable items, soliciting unprofitable customers, striving for volume without regard to costs and the use of uneconomic credit methods. An analysis of wholesale operations made by the department revealed one case where a wholesaler increased his dollar profits thirty-five per cent. by dropping his unprofitable accounts which amounted to half the total, cutting his sales territory by a third, and reducing his inventory almost one-half.

A study recently issued on the subject of analyzing retail sellings costs revealed that certain commodities cost nearly three times as much to sell as others. Another study into retail profits through stock control shows how one progressive merchant was able to solve many of his problems by means of a simple method of record keeping through which he was enabled to pick out and discard those items for which there was little or no demand. Idle merchandise, it is pointed out, with its accumulating burden of costs for storage, interest, insurance, taxes, shrinkage, depreciation and obsolescence can make it difficult and frequently impossible for a merchant to remain in business unless the accumulated burden is passed along.

Among the many subjects in the field of retail merchandising which have received the attention of the Commerce Department are credit and delivery, measuring the market, store location, store planning, educating a sales force, cooperative advertising, department leasing and vehicular traffic congestion.

Mining Congress Criticizes Federal Investigations

Federal investigations of industries and industrial matters, which lead to no beneficial legislation, are attacked by the American Mining Congress as "profitless" to both the industry under scrutiny and to the public.

"During the last five years," it is pointed out, "there have been numerous investigations by the legislative, executive and judicial branches of the Federal Government. If any real good has been accomplished by these investigations, it is not as yet apparent to the laymen.

"It has seemed to be the practice of investigators to make public and emphasize most strongly all the unfavorable features developed by their inquiries, leaving the splendid accomplishments of an industry, and the benefits derived by the public from the growth of an industry, undisclosed. Where everything in the nature of criticism is given publicity and everything in an industry's favor is withheld, the public imagination and opinion is in fluenced against an industry, and, instead of good, only injury can result.

"It is fortunate for the country that our resourceful industries have continued to forge ahead, carrying on necessary development and expansion programs to keep pace with the nation's growth, undeterred by the undermining influences that have been at work to discredit these greatest of all factors in our nation's progress—private ownership, initiative and management."

Retail Merchants to Furnish Credit Information to Department of Commerce

Approximately 500,000 retail merchants throughout the United States will be called upon to furnish the Department of Commerce with information regarding their credit methods, in an effort of the Government to chart the retail credit structure of the country.

(*Continued on Page 12*)

H A V E A C A M E L

Here come the winners

—they smoke for pleasure

What's the score? Have a Camel. You win the real enjoyment of smoking. Fragrant, mild, altogether delightful—

Camels

"I'd walk a mile for a Camel"

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

REYNOLDS METALS COMPANY TO BE LARGEST TINFOIL PRODUCER

THE recent organization of Reynolds Metals Company is of particular interest in that the new company will be the largest producer of tinfoil in the world and one of the largest manufacturers of thermostatic control devices in this country. As the strongest factory in its industries, and under the same sound management which has amply demonstrated its ability in these two fields over a period of two decades, the new company is expected to quickly develop a high degree of earning power.

A Recent Consolidation

Reynolds Metals Company was formed in July, 1928, to merge two companies which produce tinfoil, and two of which manufacture devices and equipment for temperature control. The companies involved are the United States Foil Company, the Beechnut Foil Company, the Robertshaw Thermostat Company, and the Fulton Sylphon Company. The acquisition of United States Foil did not include the entire company but only its active business devoted to the manufacture of foil. United States Foil, while no longer a manufacturing unit, will retain its identity, acting as a holding company for Reynolds Metals stock and also for the stock of the Eskimo Pie Corporation, of which it owns 75 per cent. of the outstanding.

The purchase of the Robertshaw Thermostat Company and of the Beechnut Foil Company has already been effected for cash. The Fulton Sylphon Company is being acquired through the exchange of stock, a substantial majority of the stockholders of that company having already deposited their stock for exchange. The Fulton Sylphon stockholders are receiving for each share of common, one-half share of Reynolds Metals preference and one-half share of Reynolds Metals Common.

Upon completion of the merger Reynolds Metals will have an authorized and outstanding capitalization of 325,000 shares of non-callable $3.50 cumulative participating preference stock and 200,000 shares of no par common. The preference stock will be entitled to dividends of $4 a year, of which $3.50 is cumulative. After payment of $2 a share on the common stock, both classes will share alike in any further disbursements. The new company will have no funded debt or other encumbrances. The preference stock which is currently quoted around $60 a share, is expected to be immediately placed on a $4 annual basis, which would afford an attractive yield of 6.7 per cent. As the stock is non-callable and in view of its attractive participating feature, it not only has possibilities of a much higher yield but a substantial opportunity for market appreciation over a reasonable period of time.

As Reynolds Metals is still in process of consolidation, it is rather too soon to make an estimate of its potential earning power, but on the basis of the earnings of its successful predecessor companies, United States Foil and Fulton Sylphon, there is sufficient indication that a fair return on the invested capital may be expected during the first year of operation. As both Beechnut Foil and Robertshaw Thermostat were closed corporations there is no information available concerning their earnings records, but it is reported that they, too, were successful in their respective industries.

Management's Ability Demonstrated

In considering the possibilities in this situation there is the outstanding factor of sound management.

(Continued on Page 18)

FALL BUSINESS WILL BE GOOD

THE NATIONAL BANK OF COMMERCE, in New York City, in its monthly review of business conditions throughout the country, states:

"Fall business will be good. A high rate of industrial operation through the summer has resulted in a general feeling of confidence regarding the balance of 1928, and plentiful harvests and the prospect of full employment through the fall promise an active demand for the innumerable articles that make up the necessities of modern living. A normal seasonal increase in business is clearly in prospect, which will compare the more favorably with 1927 because of the declining trend of the latter part of that year.

"The greatest activity in manufacture continues to center about the steel and steel-using industries. The current year seems likely to prove one of the best the steel industry has ever enjoyed.

"Signs of improvment are apparent in the textile field, which so far this year has been a sore spot in the industrial situation. In the cotton industry there was a gratifying turn in August, when production of piece goods recovered somewhat from the low level of July. New orders and shipments improved even more and as a result the stock figure showed a moderate decline—the first in a year's time. September, moreover, has shown further evidence of a better demand for cotton goods. Wool manufacture is still slow, but steady buying of silks was reflected last month in a sharp increase in production. Demand for rayon products continues to exercise the full capacity of that industry, despite considerable addition to plant equipment.

"Thus far, relatively high money rates have had no tangible effect on industrial operations and it is hardly likely that they will materially influence activity for several months to come. However, the trend of construction, which is perhaps most directly affected by higher capital costs, is worth attention. The Dodge figures of contracts awarded reached the peak in May at about $670,000,000. Since then they have steadily declined. For July, the total was $583,000,000; for August, $517,000,000. A good part of this crop is seasonal. The August decline, however, was contrary to the usual seasonal trend, and the contract figure was the lowest for that month of any year since 1924. While this does not indicate a slackening of current construction, and it is yet too early to determine whether a slackening is to come, the building of the past has been stimulated by low costs of capital which are now absent. A moderate decline in construction work some months hence would not, therefore, be surprising.

"Fall retail trade has as yet hardly more than begun, but good volume is noted in the sections of the West that have already experienced some cool weather. With a favorable background of industrial employment and good crop yields, it seems likely that the present expectations of a substantial increase in retail trade over the latter part of last year will be realized."

MAZER-CRESSMAN TO PRESENT PONY TO WINNER OF CONTEST

A unique contest has been inaugurated by the Mazer-Cressman Cigar Company, through its Philadelphia branch, whereby prizes are to be given away to the person sending in the greatest number of "Manuel" cigar bands by a certain date. Among the prizes offered is a real live pony.

"Sure, but I'd rather have a Chesterfield"
This is one of a series of "ads" running in the principal daily newspapers of every state.
READ IT
There is no double meaning, no half-truth, no false note in what we say, for to us, signing an advertisement differs in no way from signing a contract.
Liggett & Myers Tobacco Co.

Mild enough for anybody and yet they Satisfy*

*WHEN we sign our name to a statement in an advertisement, we mean just that. To us, signing an advertisement is in no way different from signing a contract.

There is no double meaning, no half-truth, no false note in our statement that Chesterfield cigarettes are mild enough for anybody—and yet they satisfy.

Liggett & Myers Tobacco Co.

News from Congress

(Continued from page 8)

Questionnaires have been sent out to these dealers, and through the answers to the questions asked and the work of members of the National Retail Credit Association in each state it is hoped to complete the survey without a great deal of field work by department agents.

After charting the credit situation from the standpoint of the merchant, the department will do similar work from the standpoint of the consumer. Plans for this survey will be based upon a test inquiry to be made in a typical city, not yet selected. In the case of the merchant credit survey Baltimore was selected as the test city and a preliminary survey made there, the results of which have not yet been analyzed.

The information desired by the department covers details on the extent to which independent finance companies are utilized to finance deferred payment accounts; the leading methods of controlling credit accounts; the percentage of the purchase price usually asked as a down payment and the usual number of payments called for in the sales contract; data as to repossession and the disposition of repossessed goods; the percentage of bad debts, etc.

Effective Today, Business Reply Cards Mailable Without Postage

Provisions of the postal laws as amended at the last session of Congress, providing for the transmission through the mails of business reply cards and envelopes without the prepayment of postage, went into effect October 1, it has been announced by the Postmaster General. The postage on business reply cards when collected on delivery will be two cents for each card and the postage on letters in business reply envelopes will be two cents an ounce or fraction thereof, plus one cent additional for each letter. In other words, a charge of one cent will be made for each piece of mail handled under these provisions, in addition to the regular postage.

Regulations issued by the department provide that business reply cards and envelopes may be distributed in any quantity desired by the permit holder, no minimum being prescribed. They may be distributed through the mails from the post office to which they are to be returned or from such other post offices as the distributor may designate, or, if no abuse results, they may be distributed outside the mails. Such cards and envelopes need not be presented at any particular place at the post office, but may be deposited in the same manner as other mail of the sender. Business reply cards and envelopes will be accepted for return mailing at all post offices in the United States and its possessions, except the Canal Zone and the Philippine Islands. They should not, however, be sent to any foreign countries, including Canada, Cuba, Mexico and the Republic of Panama, as they can not be returned from any foreign country without prepayment of postage. Permits to distribute business reply cards and envelopes are issued with the understanding that the permit holder guarantees to pay the postage on all that are returned. In view of this, no deposit will be required when the cards or envelopes are sent out, and application may be made to the postmaster at the office to which the cards or envelopes are to be returned.

BYRD ANTARCTIC EXPEDITION WELL STOCKED WITH DEMUTH PIPES

A LARGE supply of Demuth Milano pipes forms a part of the equipment which the Byrd Antarctic Expedition is now transporting to the frozen continent at the bottom of the world, preparatory to the exploration of Antarctica from the edge of the great ice barrier to the Pole. The pipes were shipped on the expedition's ice-breaker The City of New York which sailed from Hoboken, New Jersey, in the latter part of August.

A variety of shapes and styles are represented in the shipment. Approximately half of the pipes are equipped with the Hesson Guard, the exclusive Demuth feature designed to prevent condensation of moisture in the bowl or stem. The remainder of the shipment is made up of the well-known Thorobreds. William Demuth & Company has received a letter from Richard G. Brophy, business manager of the expedition, in which he says in part: "We want you to know of our pleasure in having a supply of Demuth Milano pipes for our men's enjoyment during their long sojourn in the frozen wastes of Anarctica."

It is probable that the Byrd Expedition excels all its predecessors in the efforts which have been made to provide for the comfort of its members and to afford relief from the nerve strain inseparable from life on the desolate wastes of ice and snow. From Victrolas and musical instruments to a library of nearly a thousand volumes, and from table delicacies to the supply of pipes, nothing has been overlooked that could contribute to either of these ends. The constant use to which the pipes will be put is indicated by the fact that a full ton of tobacco has been taken along.

Provisions to assure comfort and maintain morale are made doubly necessary in the case of the Byrd Expedition by the length of time the majority of its personnel will remain upon the ice. From eighteen months to two years will be required to complete the expedition's program. A severe test of human endurance will be imposed by so long a stay in the face of the howling winds that sweep down from the polar plateau, the bitter cold that sears the flesh as the penalty of a moment's lack of caution, and the four months' night during which the sun will not rise above the horizon even at midday.

The expedition's main base will be established on the ice barrier at the indentation known as the Bay of Whales, approximately 800 miles from the southernmost point of the globe. From the Bay of Whales Commander Byrd will take off on his airplane flight to the Pole. Hydrographers, meteorologists and geologists will operate from both the main and subsidiary bases. Caches of food will be laid down hundreds of miles towards the Pole, for emergency use by Commander Byrd and those who accompany him on his flight, and for other exploring parties that will be sent out from the bases.

The City of New York will proceed through the Panama Canal to Dunedin, New Zealand, the last port of call before reaching the ice barrier. At Dunedin the ice-breaker will be joined by the Eleanor Bolling and the Larsen, two other vessels which are scheduled to sail with additional supplies and equipment early in the fall. The Byrd party is expected to reach Antarctica sometime in January, 1929.

SIXTY YEARS OF PENNSYLVANIA TOBACCO

PROGRESS of the tobacco-growing industry in Pennsylvania during the past sixty years is shown by the following statistics issued by the Pennsylvania Department of Agriculture:

1866—6200 acres harvested with yield of 800 pounds per acre; total crop 4,960,000 pounds.
1900—Largest acre yield for State, 1524 pounds.
1911—Largest crop, 65,320,000 pounds.
1917—Highest price received, 21 cents a pound.
1920—Most valuable crop raised, $12,986,000.
1924—Largest acreage harvested, 46,000 acres. Similar acreage harvested in 1911.

In reference to the 1928 crop the Department states: "In some localities injury from storms has been extensive; in others rust and wildfire have developed and threaten extensive damage. Estimates in Lancaster County range from one-half to a full crop. With favorable weather, a fair harvest is anticipated. The crop in the binder counties is considered very good."

The estimated tobacco acreage for 1928 is 35,000 acres with an average yield of 1344 pounds per acre, and a total production of 47,040,000. The average yield per acre for 1927 was 1360 pounds and the estimated harvest 44,880,000 pounds.

"OLD GOLD" PLANE VISITS NEW YORK CITY

Last week the giant three-motored plane used by the P. Lorillard Company in advertising their "Old Gold" cigarettes soared over New York City for the first time and broadcast to the entire city that there was "Not a cough in a carload."

The plane soared over the city playing popular music and interspersing the selections from time to time with the above announcement.

Needless to say considerable interest was aroused and no doubt the sales of "Old Gold" cigarettes in that territory immediately began to show a gratifying increase.

PEDDIE STUDENTS MAY NOW SMOKE IN PEACE

When Peddie Institute, at Hightstown, N. J., opened its fall term on September 20th, the students learned that they would now be permitted to smoke in the school buildings provided they had the consent of their parents.

In the past smoking has been prohibited at the school, but rather than have students indulge in smoking secretly, the ban has been lifted and a room has been fitted out for smokers. The use of pipes and cigarettes will be allowed.

D. A. SCHULTE MARRIES MRS. KOHLER

David A. Schulte, president of the Schulte Stores Company, was married on September 22d to Mrs. Carrie Kohler, widow of Edwin A. Kohler, former treasurer of Park & Tilford. The ceremony took place at Stamford, Conn., and the couple are now on their honeymoon.

Mr. Schulte has three sons by a previous marriage and Mrs. Kohler has a son and a daughter.

ARTHUR CROCKER CONVALESCING

Arthur Crocker, well-known member of Bobrow Brothers' organization, who has been in the hospital here for some time following a serious operation, returned to his home last week, and is now well on the road to recovery.

ROCKY FORD
CIGARS

LONG FILLER
Imported . . . Sumatra
. . . Wrapper.

A real five cent cigar is back in town . . . Quick sellers and sure repeaters . . . P. Lorillard Company, Inc., 119 West 40th St., New York.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
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W. D. SPALDING, Cincinnati, Ohio ..... President
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NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York, City ..... Secretary and Treasurer

SALDANA THANKS TRADE FOR PORTO RICAN HELP

MARCOS T. SALDANA, agent of the Government of Porto Rico Tobacco Guarantee Agency, 1457 Broadway, New York, desires to thank the tobacco trade for its generous assistance, through both his office and the American Red Cross, to the victims of the recent hurricane.

Many tobacco firms sent their contributions direct to the Red Cross before Mr. Saldana's appeal reached them. Among these houses were the Liggett & Myers Tobacco Company, which forwarded funds through its representative in Porto Rico; the American Tobacco Company, which had previously sent its check for $1000 to Governor Towner; Jerome Waller & Company, $200 direct to the Red Cross; Tobacco Trade Journal Company, $200 to Mr. Saldana; Porto Rican-American Tobacco Company, through its Porto Rican representatives; Hamburger Brothers & Company, through Mr. Hamburger in Porto Rico.

Also Isidor Cohen, $50 to Mr. Saldana; Milsco Agency, $25; E. H. Davis, $25; THE TOBACCO WORLD, $25; Bayuk Cigars, Incorporated, to the Red Cross; Consolidated Cigar Corporation, to its Porto Rican offices; the R. J. Reynolds Tobacco Company, to the Red Cross; E. Rosenwald & Brother, to the Red Cross; H. Duys & Company, to the Red Cross.

Many more contributions have been received by the various agencies concerned in Porto Rican relief. In addition, numerous families are assisting with clothing, which is being sent to L. Barth, 170 Water Street, New York, for shipment to the Island.

Mr. Saldana has received a letter from the Island confirming his previous advices by cable as to the extent of the disaster. Tobacco barns and leaf have suffered almost complete annihilation, although some districts estimate they may save much damaged leaf.

Seed beds have also been practically entirely eliminated by both wind and water. Fruits and vegetables likewise have been reduced to worthless refuse. Mr. Saldana's brother lost house, barns, outbuildings of every character, cattle, fruits, trees, and every other vestige of value.

It is not thought possible to have the tobacco growers plant another crop this season, as seed is almost unobtainable, and the natives are financially unable to carry the burden of additional effort in crop and labor.

Mr. Saldana believes the immediate wants of the Porto Rican people are now being supplied through the generosity of the trade and public. He expects more detailed information in the mails arriving upon the next steamer.

VENDING MACHINE DELIVERS LIGHTED CIGARETTE

A vending machine, which, for a cent, delivers a lighted cigarette, has been invented by a Brooklyn youth.

William Cohen, twenty-five, inventor of the machine, is now in England, having made the trip recently at the expense of a group of London manufacturers to demonstrate his invention. He hopes to market his machine in England and later to sell it in this country also.

The machine is an upright metal box, on the front of which is the head of an Indian. By inserting a cent in a slot and pushing a plunger a stream of smoke issues from the Indian's mouth and a lighted cigarette appears in a slot at the bottom of the machine.

Cohen said he spent three years working on his invention and used 25,000 cigarettes in making tests.

DAVE MORRIS RETURNS FROM TRIP MUCH PLEASED

DAVID F. MORRIS, who is associated with Charlie Bond in the management of the Manila Advertising Agency, with headquarters at 15 William Street, New York City, has just returned from a trip covering several months, and also covering the greater part of the United States, in the interest of Manila cigars.

Mr. Morris states he is particularly gratified at the large number of Manila cigars sold in the western States, such as Montana, Wyoming and Idaho, where these cigars are distributed through trading centers in small communities.

In a more recent trip to Boston and Providence, calling on distributors in New England, Mr. Morris was surprised to see that the sales of established Manilas are increasing in a territory long thought to be the home of propaganda for local manufacture.

All in all, Mr. Morris believes the Manila situation has passed the ebb, and that it is now flowing on to a new peak for quantity and quality.

C. A. Bond, of the same office, is to leave for a trip westward very soon, and he expects to remain on the road until the holidays.

BOWLING LEAGUE STARTS

The cigar trade bowling league inaugurated its first game of the fall season, during the week of September 20th, and the contest for the championship of the league will continue now through the winter months.

Eight brands of cigars are represented in the league, as follows: "Cinco," "El Producto," "Fring's Brothers," "Cremo," "Philadelphia Hand Made," "Havana Ribbon," "Dutch Master" and "Harvester."

The "Cinco" team won the 1927 championship and also got off to a good start in the first games played this season. The games are played at the Recreation Parlor, at 931 Market Street.

AMERICAN SUMATRA ANNUAL MEETING

Stockholders of the American Sumatra Tobacco Corporation at their annual meeting on October 17th will be asked to authorize an increase in the common stock of the company to 225,000 shares of no par value, from 175,000. The additional stock will be used to pay the 3 per cent. stock dividend recently declared and for future corporate purposes.

Stephen C. Millett, of Millett, Roe and Company, has resigned as a director of the American Sumatra Tobacco Corporation.

FEDERAL CIGAR COMPANY TO EXPAND

The Federal Cigar Company, which operates factories in York, Red Lion, Wrightsville and Franklintown, Pa., is contemplating opening another branch factory at Yoe, provided a building of suitable size can be obtained. Business on their popular brand, "Red Dot," is forging ahead by leaps and bounds.

PRESIDENT TORO IN PORTO RICO

Luis Toro, president of the Porto Rican-American Tobacco Company, is now in Porto Rico where he will investigate the damage done to crops, warehouses, etc., of the Porto Rican-American Company done by the recent hurricane.

AUGUST CIGAR PRODUCTION DROPS, CIGARETTES AND SNUFF INCREASE

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of August, 1928, and are issued by the Bureau. (Figures for August, 1928, are subject to revision until published in the annual report):

Products		*August, 1927*	*August, 1928*
Cigars (large):			
Class A	No.	291,768,095	318,770,075
Class B	No.	69,633,970	60,918,970
Class C	No.	228,712,878	207,281,908
Class D	No.	12,919,931	12,916,218
Class E	No.	1,835,027	1,990,096
Total	No.	604,869,901	601,877,267
Cigars (small)	No.	23,936,280	43,051,507
Cigarettes (large)	No.	1,070,925	959,582
Cigarettes (small)	No.	9,328,054,507	10,627,344,427
Snuff, manufactured	lbs.	3,386,288	3,433,014
Tobacco, manufactured	lbs.	31,950,651	31,547,877

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplement to the August Statement of Tax-Paid Products

Tax-paid products from Porto Rico for the month of August:

Products		*August, 1927*	*August, 1928*
Cigars (large):			
Class A	No.	10,309,125	12,987,200
Class B	No.	113,800	812,000
Class C	No.	1,234,350	1,901,450
Class D	No.	.....	1,000
Total	No.	11,657,275	15,701,650
Cigars (small)	No.	1,500,000	2,000,000
Cigarettes (large)	No.	650,750	304,000
Cigarettes (small)	No.	40,250	31,400

Tax-paid products from the Philippine Islands for the month of August:

Products		*August, 1927*	*August, 1928*
Cigars (large):			
Class A	No.	16,529,820	18,809,125
Class B	No.	215,107	260,460
Class C	No.	175,378	58,818
Class D	No.	26	310
Class E	No.	.....	500
Total	No.	16,920,331	19,129,213
Cigarettes (large)	No.	500	.....
Cigarettes (small)	No.	223,977	30,640
Tobacco, manufactured	lbs.	35	110

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Statement of Internal Revenue Collections

Objects of Taxation	*August, 1927*	*August, 1928*
Tobacco manufactures:		
Cigars	$2,149,656.30	$2,093,633.09
Cigaretttes	27,992,549.71	31,889,036.05
Snuff	609,531.91	617,942.48
Tobacco, chewing and smoking	5,754,007.37	5,678,800.96

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

LA PALINA

CIGAR

HANDWRITING SHOWS WOMAN'S GROWING POWER, SAYS GRAPHOLOGIST

Unexpected Results When Cigarette Company Submits Contest Winning Handwriting to Expert

LOUISE RICE, well-known author of books, magazine and newspaper articles on the scientific analysis of handwriting, announced yesterday that she had just completed a study of the specimens of handwriting thus far submitted to the Philip Morris Company in the "Distinguished Handwriting Contest" conducted for Marlboro Cigarettes.

The specimens of "most distinguished handwriting" are being reproduced in so many places in conjunction with Marlboro Cigarette advertising—in newspapers, magazines, and even on metal signs on the New York bus tops—that thousand of additional specimens are being received by the company every week from all parts of the country.

"It is a curious fact," Louise Rice said recently, "that about eighty-five per cent. of the specimens which the judges are finding most 'distinguished' are from women, and only about fifteen per cent. from men. I don't believe this actually means that modern women are sweeping ahead of modern men to such an alarming degree in mental and artistic 'distinction.' Rather, I think this percentage is to be traced to the fact that women smokers quickly become more discriminating in their taste than the average run of male smokers.

"But the specimens of handwriting which have thus far been awarded special prizes by the judges in the Marlboro contest do unquestionably show one very interesting thing about modern feminine development. A generation ago very few women indeed were possessed of the independence of mind which practically all of these specimens of handwriting show. A tremendous and constantly growing number of women are today using some variation of these different forms of handwriting, and all of these clearly indicate a recent and extensive growth and power on the part of women.

"All of the contestants are being required to write the same sentence: 'Marlboro—A Cigarette for Those Who Can Afford 20¢ for the Best.' Except for the fact that most of the contestants also send in letters in their own handwriting with this required sentence, it would be practically impossible to tell anything about their characters from their writing, for anybody can successfully write one sentence in a style radically different from his or her own style."

Miss Rice's "character delineations" of the principle prize winners to date in the contest are as follows:

"Some time or other, when J. E. G., the first prize winner, is out of college, I expect to find her name among those who have done something worthwhile in the field of applied art. Her bold, clipped writing, so constructive as to be almost architectural in feeling, shows her love of 'line' and her exquisite appreciation for the refinements of life. With heavy pressure and this severe letter outline, it is clear that the writer is not one to be easily moved by motion. She has a cool, calm, serene temperament in ordinary matters of life, thought and feelings. Only when there are crucial moments—high lights—will the ardor and intensity which lie slumbering at the roots of her nature wake to life. A most unusual nature, this, and one of exceptional potentialities."

Miss Rice delineates the handwriting of the second prize winner, A. M. C. as follows:

"A. M. C. shows a very positive sense of humor. The 't' bars, dashed upward from left to right, record hope, enthusiasm, courage and moderation. There is every indication here of a nature which has taught itself fine restraint. She is able to be friendly and remote, kind and uncommunicative at the same time. Love of books and bookish companionship is very marked."

Of the winner of the third prize Miss Rice says:

"Once in a while we come across a handwriting which is so expressive of good-natured common sense and of well poised emotions and of a mentality which is both practical and intellectual—and when we do, we may congratulate ourselves on the find and the world on the possession—of such a rare combination. The handwriting of W. C. C. expresses everything which is both sane and interesting. Practical ability—the power to deal well with everyday affairs—is united here to ardent love of the unusual, to artistic appreciation, and to a good deal of marked business ability. Such a writer will have the chance to be either a splendid wife and mother, or a professional woman or an operator on strictly business fields, or perhaps all three!"

EDGEWORTH TOBACCO ON BYRD ANTARCTIC EXPEDITION

WHILE the Byrd Antarctic Expedition is braving the unknown trials of the uncharted frozen fields of the extreme South, its members will be fortunate in being able to derive soothing solace and pleasing satisfaction from Edgeworth Extra High Grade Smoking Tobacco. This internationally sirability for such an extended journey in rigorous famous tobacco having conclusively proved its desirability for such an extended journey in rigorous climes when it was carried on the Byrd Expedition which accomplished the first flight over the North Pole, it is quite natural that it should again be included among the necessary supplies for such an expedition.

If Commander Byrd is successful in his present endeavor to reach the South Pole, Edgeworth will have completed its terrestrial distribution. For many years this Richmond manufactured "aristocrat of smoking tobaccos" has enjoyed an increasing popularity from East to West; in recent years it has invaded the North Polar regions and now is on a journey to the South Polar regions.

To insure the members of the Antarctic Expedition having their Edgeworth in perfect condition at all times Larus & Brother Company shipped them one thousand pounds in vacuum packed tins—a modern method of packing high grade tobacco employed by this enterprising manufacturer.

FREDERICK COMPANY TAKES GROUP INSURANCE

A group life insurance policy has recently been acquired by the William Frederick Cigar Company, Inc., of Monett, Mo., through the Prudential Insurance Company of America. It covers the lives of 50 and the total amount of coverage involved is $53,500.

The policy is of the contributory type, the employees and the employing concern sharing in the payment of the premiums. Each worker is insured in amounts ranging from $1,000 to $2,500, according to the rank or position held.

THE AMERICAN TOBACCO INDUSTRY FOR 1927

THE Department of Commerce will shortly issue the annual bulletin on Stocks of Leaf Tobacco, etc., for 1927 (Census Bulletin No. 163). The Bulletin assembles the quarterly reports of stocks of leaf tobacco. It also contains data regarding the acreage in and production of tobacco by States and by types; the prices obtained for tobacco by the growers; the number of registered factories and bonded manufacturing warehouses of class 6; the quantity of tobacco consumed; the quantities of the several tobacco products manufactured; revenue collected on tobacco; the quantities of leaf tobacco and tobacco products imported, exported, and stored in United States bonded warehouses. The object of the bulletin has been to assemble in one publication the statistics for the various phases of the tobacco industry and to present them in convenient form for ready reference.

According to the bulletin, 1,576,800 acres were planted in tobacco in 1927, while the production from that crop amounted to 1,211,301,000 pounds. There were imported during the year 102,753,626 pounds of leaf tobacco valued at $74,616,389, as well as tobacco products to the value of $8,370,810, while the exports of leaf tobacco amounted to 506,252,000 pounds valued at approximately $139,000,000, and tobacco products valued at $16,527,000. The combined production of cigars in registered factories and in bonded manufacturing warehouses was 7,008,527,000; of cigarettes, 105,282,786,000; and of chewing and smoking tobacco and snuff, 399,039,000, pounds. There were 7,093,000,000 cigarettes exported during the year leaving about 98,000,000,000 factory made cigarettes for consumption in the United States. Revenue collected during the year amounted to $375,000,000. Of this total North Carolina contributed $185,728,000; Virginia, $57,775,000; New York, $26,237,000; New Jersey, $19,957,000; Pennsylvania, $17,919,000.

Of the total number of "large" cigars, (6,495,000,000) removed tax paid during the calendar year 1926, 2,860,000,000, or 44 per cent. were intended to retail for not more than 5 cents; 939,000,000, or 15 per cent., for more than 5 cents but not more than 8 cents; 2,555,000,000, or 39 per cent., for more than 8 cents but not more than 15 cents; and 140,000,000, or 2 per cent., for more than 15 cents. The character of the cigars manufactured in the several districts varies greatly. About two-thirds of the total production of cigars in Florida was intended to retail for more than 8 cents each. On the other hand, about 94 per cent. of the total production in Virginia was intended to retail for not more than 5 cents. West Virginia and the 23rd District of Pennsylvania, the home of the "stogie," also show a very large percentage of the total production to retail for 5 cents or less.

EVANS STORES BOUGHT BY WALGREEN

The chain of drug stores operated as The Evans Drug Stores in Philadelphia, and which handle cigars, cigarettes and smokers' articles in a large quantity, has been purchased by the Walgreen Company. A valuation of $3,500,000 to $4,000,000 was recently placed on the chain of stores.

C. O. MEADS IN EUROPE

C. O. Meads, president of the Meads Tobacco Company, of Red Lion, Pa., is at present spending some time in Europe. He is accompanied by Mrs. Meads, and they expect to visit Germany and other points in central Europe before their return.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c) payable strictly in advance.

WANTED

HAVING LOCATED IN DALLAS, TEXAS, WOULD LIKE TO hear from Cigar Factories making Class C and up, requiring representation in this live State with its many growing cities. Must be exceptionally high class merchandise, because the "Big Boys" are certainly after the business down here too, and goods must be attractive propositions to even get a hearing with the better class jobbers.

Would also like Specialties suitable for carrying with cigars as side line. What have you? Address John H. Baker, 3400 Cole Avenue, Dallas, Texas.

WE ARE IN A POSITION TO HANDLE A FEW MORE JOBBERS on our own. or private brands—Class C. C. O. Benner Cigar Company, Trumbauersville, Bucks County, Pa. Cigar manufacturers since 1893.

POSITION WANTED

STRIPPER FOREMAN DESIRES POSITION. Experienced in Handling all Grades of Tobacco. Can handle large productions. Familiar with stripping machines. Willing to go out of town. Address Box 522, "The Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 48 OCTOBER 1, 1928 No. 19

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

GOVERNOR KOHLER:—45,308. For cigars. September 10, 1928. State Cigar Co., Milwaukee, Wis.

GEE-VEE:—45,309. For all tobacco products. August 31, 1928. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

HUMORESQUE:—45,310. For smoking tobacco only. September 13, 1928. Charles Landau, New York, N. Y.

BETSY ROSS:—45,312. For cigarettes, stogies and tobacco. September 21, 1928. Roesch Bros., Pottstown, Pa.

BRETTON HALL:—45,313. For cigars, cigarettes and cheroots. September 22, 1928. F. W. Sommerfeld, Tampa, Fla.

CANADA DRY:—45,314. For pipes and smokers' articles. September 22, 1928. A. Oppenheimer & Co., Inc., New York, N. Y.

EL D'CAR:—45,315. For all tobacco products. September 25, 1928. M. Trelles & Co., New Orleans, La.

TRANSFERS

LA SIDONIA:—19,428 (Tobacco World). For cigars, cigarettes and tobacco. Registered January 12, 1910, by Moehle Litho. Co., Brooklyn, N. Y. Transferred to Cahen, Goldwater & Martin, Inc., New York, N. Y., September 12, 1928.

RECEIVER REFUSED FOR DARK POOL

A PETITION for a receiver for the Dark Tobacco Grower's Co-operative Association, was denied by Judge Dawson recently, which has relieved the feeling of uncertainty existing among the officials of the association, and it is expected that the work of disposing of the tobacco on hand can now be carried on in a satisfactory manner.

President W. C. Broadbent, of the association, stated immediately following the decision of Judge Dawson, that the available funds now in the hands of the association would be sufficient to pay off all indebtedness against it, and that the proceeds from the thirty million pounds of tobacco now in the hands of the association would be distributed among the members. It is anticipated that at the prevailing prices the sale of this tobacco will provide a fund of approximately $2,000,000 to be distributed to the members.

HOLT FEATURING "BLUM DE LUXE"

The Holt Cigar Stores are featuring the "Blum De Luxe" cigars at very special prices at the present time. These prices are made possible through the purchase of the "Job Lot King" of a special lot of 150,000 of this brand, and they are being snapped up by the consumer at a rapid rate.

UNITED PROFIT SHARING DIVIDEND

The United Profit Sharing Corporation has declared a regular semi-annual dividend of fifty cents on the preferred stock of the corporation, $10 par value, payable October 31st to stockholders of record September 29th.

REYNOLDS METALS COMPANY

(Continued from Page 10)

The management of Reynolds Metals is identical with that which was responsible for the success of United States Foil, Fulton Sylphon and Robertshaw Thermostat. Mr. R. S. Reynolds, who is president of the new company, has been long identified with the tinfoil industry and is at present regarded as the outstanding factor in this highly specialized field. His success with United States Foil has been reflected in the market price of that stock, which has had one of the most substantial advances in recent years, starting from a low of $46 a share in March, 1928, and climbing to a high of $160 a share in August, 1928, for a net gain of 114 points. The stock of United States Foil was recently split on a four-for-one basis and is currently quoted on the New York Curb market around $39 a share. Mr. G. A. Robertshaw and Mr. W. M. Fulton, leaders respectively in the domestic and industrial thermostatic fields, together with their able and experienced staffs, will also be important factors in the development of Reynolds Metals Company.

In analyzing the prospects for the company it is most important to recognize the sharp improvements in the present market for thermostatic devices as compared with a year ago. Fulton Sylphon business was unfavorable affected last year by over-production of electric refrigerators. The enthusiastic reception accorded the electric refrigerator since its introduction resulted in the establishment of too many companies in this field, which culminated in a period of over-production and price-cutting during 1927. In consequence the Fulton Sylphon Company spurred up its production to meet an increased demand which did not fully materialize. This year the manufacturers of electric refrigerators are operating in a more stabilized market with production well in line with demand and fewer units in the industry.

While temperature regulators for electric refrigerators and furnaces are an important part of the business, at the same time the requirements of the gas stove and automobile manufacturers constitute the backlog of the business. Among the customers of Fulton Sylphon are such companies as General Motors, which have been exceeding all previous records for automobile production. In addition the thermostatic devices are used to control the flow of steam and to regulate temperature of buildings.

Tinfoil Prospects Favorable

The long-term outlook for the tinfoil industry is equally favorable and considerably more stable. The fact that no satisfactory substitute for tinfoil has yet been developed is evidence of its stability. This product is widely used for the protection and preservation of all kinds of food, confections, tobacco, cigarettes and cigars. The huge increase in the sales of cigarettes, chocolate-covered confections and chewing gum in recent years have alone accounted for a vastly increased demand for tinfoil. Then, too, the present trend of manufacturers toward "dressing" their products up in fancy wrappers to attract sales has created a further demand for variegated colors of foil. Needless to say, the increasing popularity of the "Eskimo Pie," with its foil wrapping, not only in this country but throughout the world, will prove to be a constantly more valuable account to Reynolds Metals.

In viewing the prospects for Reynolds Metals over the period of the next several years, there appear to be many indications of enhancing earning power, which in turn should be translated into advancing prices.

BUYERS' GUIDE

CIGAR BOXES

NIC. ALTHAUS CO
MANUFACTURERS OF HIGH GRADE CIGAR BOXES
CEDAR SAW MILLS — LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
TEL. ASHLAND 0747 ESTABLISHED 1875
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CIGAR BOXES
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Gives counts and prices on over 8,000 different lines of business. No matter what your business, in this book your prospective customers listed.
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ALL OF THE OLD ORIGINAL
Maccoboys Rappees High Toasts
Strong, Salt, Sweet and Plain Scotchs
Manufactured by
GEORGE W. HELME CO.
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SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

Philippine tobacco plantation in Isabela Province, Cagayan Valley, where the overflow of the river restores the soil and tobacco grows luxuriantly.

FINE TOBACCO

Naturally Mild and Sweet - and Grown and Ripened Under a Tropical Sun, are the Reasons Why

THOSE MANILA CIGARS SATISFY SMOKERS

Manila is making the best cigar in the world for a nickel Spanish hand-work, Perfecto shapes, long-filler, light colors attract the eye and intrigue the taste. Better grades in Class B, C and D are also making friends wherever a very mild cigar is in demand.

Do you want a substantial business at a good profit? Do you want a line that will bring smokers to your store and hold them steady customers?

THEN GET A STANDARD MANILA LINE.
PUT IT TO WORK AND WATCH IT GROW!

Booklet, information on application to

THE MANILA AD AGENCY

C. A. BOND, Mgr.

15 WILLIAM STREET, NEW YORK

OCTOBER 15, 1928

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VOLUME 48 No. 20

THE TOBACCO WORLD

ACT QUICKLY

If you wish to secure any of this choice leaf

In view of the temporarily disturbed agricultural conditions on the Island, we urge that you make immediate arrangements if you wish to obtain any portion of 1928 Porto Rican that still remains. This tobacco, as you know, is of unusually high quality while the volume was short to begin with. Prompt action therefore is necessary.

PORTO RICAN TOBACCO

is being employed more and more in the production of cigars by manufacturers who keep their finger on the pulse of public demand.

The average smoker today wants a good, MILD cigar—at a moderate price. Porto Rican makes this possible. The leaf is full-bodied and burns freely. The aroma is fragrant and delicate and the flavor is unsurpassed. Grown in an American possession, which permits free entry, the production cost is gratifyingly low.

Use more Porto Rican—it is the tobacco inevitable to a good, MILD cigar.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
1457 Broadway M. T. SALDANA, General Manager New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

THE SIGN OF A GOOD CIGAR--WOODEN BOXES

CIGARS cannot properly condition themelves when packed in air-tight containers.

Porous cigar box wood permits the necessary air circulation. It absorbs just enough moisture for conditioning the product and adds to the cigar's aroma the mellow fragrance of the wood.

That's why smokers of good cigars invariably choose WOODEN BOXES.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

Volume 48

THE TOBACCO WORLD

Number 20

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year | PHILADELPHIA, OCTOBER 15, 1928 | Foreign $3.50

EISENLOHR FIRM IN GIGANTIC COMBINE

PLANS for the development of a gigantic combination of cigar manufacturing firms by the Union Cigar Company are rapidly nearing completion, and one of the steps in the progress of the plan took place on Thursday of last week when at a special meeting of the Board of Directors of Otto Eisenlohr and Brothers, Incorporated, the entire Board, consisting of J. J. Switzer, R. M. Ellis, Ralph E. Evans, and R. G. Cunningham resigned, and John J. Rogers also resigned as president of the company.

Immediately following the resignation of the old Board, the following new members were elected: David A. Schulte, 386 Broadway; W. T. Posey, 44 West 18th Street; W. T. Ferguson, 511 Fifth Avenue, and Jerome Eisener, 366 Broadway, all of New York City.

David A. Schulte, was also elected President, and W. T. Posey, chairman of the Board of Directors. A. Schneider, was elected first vice president, and John J. Rogers, second vice president, while R. G. Cunningham will continue as secretary and treasurer, with Jackson Kemper as assistant treasurer.

The huge combination to be built around the Eisenlohr Company will consist of those firms already controlled by the Union Cigar Company, viz: The Webster Cigar Company, and the Kleiner Cigar Manufacturing Company, both of Detroit, and E. Kleiner and Company, Incorporated, and B. G. Davis & Company, both of New York City, as well as two or more other large cigar manufacturing companies. It is said the combined production of the merged companies will be well over a half a billion cigars annually.

The firms already mentioned manufacture such well known brands as: "Cinco," "Henrietta," "Webster," "Tom Moore," "Little Tom," "Marie Antoinette," "Girard," "La Plaza Magics," "Mi Favorita," "Bellefair," and other brands handled by the Schulte Cigar Stores.

The re-organization plans call for refinancing and many millions of dollars will be represented in the combined assets of the merged companies.

A special meeting of the stockholders has been called for December 15th, to approve an increase in the capital stock of the Eisenlohr Company from $10,000,000 to $16,500,000.

Mr. Cunningham, secretary-treasurer of the company stated that "This increased capitalization is to be issued for the purpose of increasing the working capital, and to provide for the taking over of other companies by our company some time in the future.

AMERICAN CIGAR DIVIDEND

The Board of Directors of the American Cigar Company has declared the regular quarterly dividend of two per cent. on the common stock of the company, payable November 1st to stockholders of record October 15th.

GARY NAMED VICE-PRESIDENT OF BROWN & WILLIAMSON

GEORGE GARY, who recently resigned from the P. Lorillard Co., to join the Brown & Williamson Tobacco Co., of Louisville, Ky., was elected vice-president and a director of the company at a meeting held on October 2d.

The Brown & Williamson Company manufactures "Old North State" cigarettes and "Sir Walter Raleigh" smoking tobacco, both of which brands are being extensively advertised, and consequently meeting with a constantly increasing demand so that the capacity of the Company's plants is being taxed to the utmost.

The Brown & Williamson Company have announced that construction is to be started immediately on a new factory in Louisville, which will be devoted to the manufacture of their two leading brands, and that the plant in Winston-Salem, North Carolina, will be abandoned.

Commenting upon the building plans of the Brown-Williamson Tobacco Corporation, one of the officials of the company said: "Nothing additional in detail is yet to be announced about our Louisville proposition. Originally, the Winston-Salem, North Carolina, factories sufficed for our production, but you may recall we constructed the first Louisville plant to manufacture 'Old North State' cigarettes, and so relieve the Liberty Street factory in Winston-Salem, where cigarettes had formerly been made.

"Our Oak Street plant in Winston-Salem has been used to make plug and smoking tobacco, and this we hope to relieve with the new Louisville construction. 'Sir Walter Raleigh' is to be made in the New Louisville factory, which will replace the Louisville units, and centralize our work in Louisville.

"Years ago 'Sir Walter Raleigh' was manufactured in a blue tin by the J. G. Flint Company, an organization purchased long ago by the original Brown-Williams Company.

"President Cooper is now in the south, and we will have additional information about the Louisville work when he returns."

GENERAL TO ERECT WATER TANK FOR LANCASTER FACTORY

The General Cigar Company is about to start the erection of an elevated steel water tank in Lancaster, Pa., to supply the water in connection with the sprinkler system with which their plant is equipped there.

The tank will be ninety feet above the ground and have a capacity of fifty thousand gallons.

ANTUONO IN CUBA

Val M. Antuono, of Tampa, Fla., manufacturer of the popular "C. H. S." five-cent cigar, is at present in Cuba on his periodical leaf-buying trip.

The Tobacco World

Established 1881

VOLUME 48 OCTOBER 15, 1928 No. 20

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

FRED HIRSCHHORN AGAIN HEADS TOBACCO GROUP FOR RED CROSS ROLL CALL

THE tobacco trade in New York City again this year is cooperating actively with the American Red Cross in its roll call membership appeal, which opens annually on Armistice Day for the support of its extensive metropolitan welfare, relief, and public health program.

Fred Hirschhorn, president and director of the General Cigar Company, again heads the activities as volunteer chairman of the special tobacco group and will follow essentially the same plan of intensive effort which brought such generous response from the personnel of the field under his chairmanship in the 1927 Roll Call. Mr. Hirschhorn will be assisted by Charles Dushkind, who also assisted him in this endeavor last year, and by E. A. Gersbach to facilitate the work of the group, details of which will be handled by the Tobacco Merchants' Association of the United States.

This group is one of approximately 175 now being formed under the roll call plan of committee organization of the entire city. Each group, industrial, mercantile or professional, will be directed as in the past by a representative leader in that field, serving as volunteer chairman, many of whom, like Mr. Hirschhorn, have already served in the same capacity in earlier roll calls.

Aid for the ex-service man and his dependents still constitutes a large factor of the Red Cross program in New York, and Government officials estimate that the peak of this work will not be reached before 1932. More than 3345 disabled veterans, men still in service, and dependents received Red Cross service during the year, covering legal help, money loans, and medical advice. Employment was found for 674 disabled veterans.

More than 600,000 surgical dressings were made for twenty city hospitals under the public health program, which, in addition to disaster relief preparedness, includes nursing service, first aid and work in home hygiene and care of the sick.

SCHULTE-UNITED MERGER NEAR

Negotiations for the merging of the interests of the United Cigar Stores Company and the Schulte Cigar Stores Company are understood to be rapidly nearing completion, according to reports going the rounds in the financial districts. All the real estate interests of the two companies are to be handled by the Schulte Real Estate Company, according to the reports.

BAYUK'S HAVE ATTRACTIVE CHRISTMAS PACKING

AS a progressive bit of decorative art, the new Christmas package for Philadelphia Hand-Made cigars, developed by Bayuk Cigars, Incorporated, is causing interest in the tobacco trade, which is anticipating the highest volume of holiday sales in its history.

Colonial Christmas scene being used by Bayuk Cigars, Inc., for Christmas package of Philadelphia Hand Mades

The package was designed not only to break the conventional yuletide decoration of holly leaves and pictures of Santa Claus, which have lost their distinctiveness, but also to reflect something of the character of the gift being conveyed. The latter usually is not permitted in the routine Christmas gift box.

The Bayuk Company has gone back to a Christmas in old Philadelphia, traditional for its good cheer, for an illustration for the cigar box wrapper, and has been so successful in catching the spirit of warmth and friendliness in the old-time yuletide that it is already receiving congratulations for setting a new standard in Christmas containers. The artist has pictured a coach with prancing horses proceeding down High Street, the center of buiness and social life of the colonies, while on the sidewalks are Philadelphians, in bright colored Colonial garb, hastening or chatting on their Christmas calls. Covering the street is a heavy blanket of snow, through which boys trudge with their arms loaded with gifts.

The scene smacks of the Christmas friendship and cheer with which the Christmas cigar has long been associated. Encasing the picture is an attractive black frame lined with gray and gold striping. The remainder of the package is of gray, showing a gray border for the black frame.

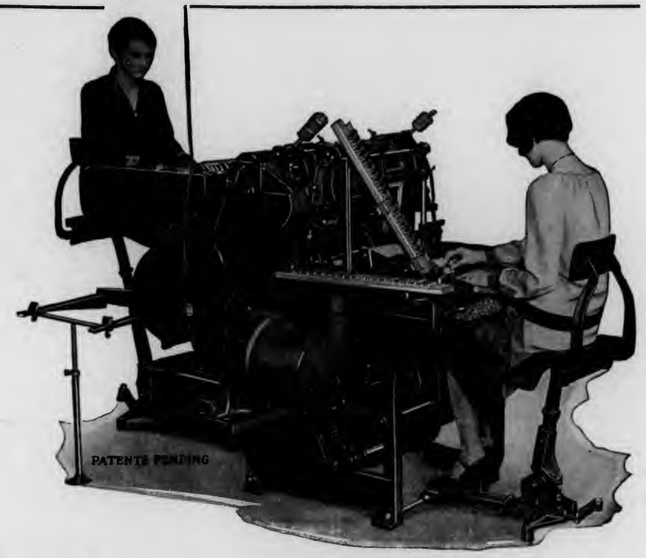
Bayuk officials anticipate that the holiday season 1928 will be highly satisfactory from a cigar standpoint. Philadelphia Hand-Mades have always commanded a good holiday market, being well adapted for gift purposes. Offered in an unusual and attractive package, the volume of Christmas sales is expected to increase. Bayuk dealers over the country will be supplied with stocks of the cigar in the new packages for the beginning of the holiday trade.

A Remarkable Long Filler Bunch Machine

Improved!

With Three Important Stock and Cost Saving Features—

1. Binder Suction Table with Individual, Direct-Connected, Motor-Driven Suction Fan;
2. Latest Type of Friction Clutch and Emergency Stop;
3. The Famous Alemite-Zerk System of Lubrication.



The MODEL T UNIVERSAL
Long Filler Bunch Machine
(Non-Blending Type)
For High Grade Work

A REMARKABLY advantageous, new feature of the Model T Universal is that it is now being made with (or without) a Binder Suction Table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder tightly against the rolling apron by suction, thereby assuring smoother and more-perfectly rolled bunches. It also *effects a saving of binders* because smaller binders can be used.

The Model T (Blending) Long Filler Bunch Machine is built with the latest type of friction clutch and emergency stop. This causes the machine to run more smoothly, and permits the stopping of the machine at any point in its operation. It also reduces the upkeep cost of the machine.

The Model T is now equipped with the famous Alemite-Zerk "pressure" system of lubrication so extensively used on automobiles. This system, properly used, assures perfect lubrication of all bearings and moving parts of the machine, which means less wear and longer life. It makes lubrication of the machine much quicker and easier than by any other oiling method.

Labor, Stock and Money-Saving Features

A—The Binder Suction Table assures smoother and more perfectly-rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of friction clutch and emergency stop makes the machine run more smoothly and permits the instantaneous stopping of the machine at any point. It also reduces the upkeep cost.

C—The famous Alemite-Zerk "pressure" system of lubrication assures thorough lubrication, less wear and longer life of all bearings and moving parts. It also makes lubrication of the machine easier and quicker.

D—Produces well-conditioned, spongy, free-smoking bunches—the equal of hand work in every respect.

E—Good-conditioned bunches are assured by "laying up" the fillers mechanically in exactly the same way as is done by hand; a few sprigs of fillers being intermittently added until the bunch is built up to the proper size and condition.

F—Two or more kinds of filler can be blended on this machine in any proportions desired.

G—Any size or shape of bunch, and both right and left-hand bunches can be made on the same machine with slight mechanical changes.

H—With two operators, it produces 450 to 500 uniform, spongy, free-smoking, blended bunches an hour.

I—Can be used on mould work, or bunches can be rolled fresh by hand direct from the machine.

J—Adapted for use in conjunction with automatic rolling machines.

K—Quickly and accurately adjusted to different sizes and conditions of fillers.

L—Assures uniformity of bunches at all times in both size and weight.

M—Sturdy and simple in construction; easy to operate and handle; requires no expert mechanical attention.

Write for Illustrated Price Folder and complete Model T information

The price of the Model T Universal equipped with Two Folding Chairs, Individual Drive Equipment and ¼ H. P. Motor is

$1750

Convenient Time Payment Terms

With Binder Suction Table $50 extra. With Individual, direct-connected motor-driven Suction Fan $75 extra. Prices F. O. B. Newark, N. J., U. S. A

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

PHILADELPHIA.

BAYUK'S OFFER $3000 IN CASH FOR BEST LETTERS

BAYUK CIGARS, INC., is offering to the smoking public $3000 in cash for the best letters on "What Ripe Tobacco Means To Me." The contest is open to anyone residing in Pennsylvania, New Jersey, Delaware or Maryland (except Bayuk employees).

All that is necessary is to write a letter, stating why you believe Ripe Tobacco makes the best kind of cigar. No attention will be paid to spelling, grammar or appearance of the letters, so that this contest is entirely without a "catch" of any kind.

The letters must be mailed to the Bayuk offices not later than November 24th. The judges in the contest are Harold L. McClinton, Managing Editor of Pennac News; Charles Paist, Past President of the Poor Richard Club, and M. H. Wright, advertising director of the John B. Stetson Company.

The first prize will be $1000 for the best letter and other prizes ranging down to thirty-five awards of $10 each. There will be fifty-eight awards in all.

TINT PURCHASES TITLE TO BRAND

Harry Tint, who operates the cigar stand in the Burlington Arcade, has purchased the title to the brand "Burlington Arcade" which he has been featuring with excellent results for some time.

He has also recently taken on two clear havana brands manufactured by two well known firms in Tampa, so that he is now in a position to cater to the whims of the most discriminating smoker.

FRINGS BROTHERS OPEN FACTORY

Frings Brothers, cigar manufacturers and distributors, of 3134 Market Street, have leased the large factory building at Seven Valleys, Pa., which has been idle for some time, and have started operations. A goodly number of cigarmakers in that vicinity have already been placed in the factory.

BRADY HOME FROM HOSPITAL

Jim Brady, who, as previously reported in these columns, underwent a major operation at the Presbyterian Hospital on September 27th, was able to return to his home last Saturday and is reported to be regaining his health and strength steadily.

VALENCHIK BROTHERS TO LIQUIDATE

VALENCHIK BROTHERS, leaf tobacco dealers, with offices and warehouses in this city and Lancaster, Pa., are disposing of their stock on hand with the intention of retiring from active business in the tobacco industry. They have conducted offices at 134 North Third Street for many years and were among the best known dealers in the city, of Pennsylvania tobacco.

SNYDER MYSTERY CLEARED UP

The whereabouts of H. H. Snyder, who disappeared from his home in Lancaster about seven years ago, was recently cleared up when Mrs. Snyder received word from the Masonic Lodge at Millersville, Pa., that a man waring a Masonic emblem issued to Mr. Snyder had been found dead in Carson City, Nev.

Mrs. Snyder immediately made the trip to Carson City, and identified the body as that of her husband.

Mr. Snyder was general leaf buyer in Pennsylvania for Otto Eisenlohr and Brothers, at the time of his disappearance about seven years ago, and although every effort was made to discover his whereabouts no trace of him was ever found until his body was found in Carson City.

The body was brought to Lancaster where burial was made.

"PRINCE HAMLET" FOR THE BANKERS

At the annual convention of the American Bankers Association, held in this city last week, more than seven thousand "Prince Hamlet" cigars were distributed by Bayuk Cigars, Incorporated, at the show held in the Arena in conjunction with the entertainment program of the convention. The cigars were distributed by the committee on arrangements throughout the program.

MAGEN DESPONDENT OVER ILLNESS

Samuel Magen, leaf tobacco dealer, with offices at 132 North Third Street, was found on the floor of his office by employees a short time ago with his throat cut and was rushed to the Pennsylvania Hospital.

There it was found he was also suffering from having taken poison. Despondency over illness was given as the cause of his act.

You can't beat it, Men!

P.A. AND a pipe . . . what a combination in restraint of gloom *that* is! Why, Prince Albert starts broadcasting its happiness-program the instant you fling back the hinged lid on the tidy red tin. What an aroma! Fresh. Inviting. A fragrant hint of a glorious taste to come.

Then you put a load into the muzzle of your pipe and light up. Now you're getting it. Cool as a reminder of a mortgage. Sweet as a clear title. Mild and mellow and long-burning, right to the bottom of the bowl. Mild, yet with a rich, deeply satisfying body.

Beat it? Why, you can't even "tie" it. Prince Albert has led them all in sales for years and years. There's only one reason for that, so far as I can make out. P.A. is giving more pipe-joy to the cubic inch, and the smokers of America have found it out. Go get some P.A. and prove it.

Here you are, Men— TWO full ounces of grand smokings.

PRINCE ALBERT

—the national joy smoke!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

A TOTAL of 97,409,058 wooden cigar boxes were manufactured in the United States in 1927, it is shown by figures just made public by the United States Census Bureau. Of these 3,957,661 were boxes to hold 100 cigars; 77,145,040 boxes for 50; 12,702,593 boxes for 25 and 3,603,764 boxes of which the size was not specified. The total value of the cigar boxes produced was $11,949,376, but no comparison can be given for 1925 as at that time the census bureau did not take the number.

These figures are based on returns from 136 establishments, which do not include establishments manufacturing wooden cigar boxes as a secondary product, the total of which is estimated at 6.5 per cent. of the entire output.

In 1925 there were 155 establishments, and the value of their production was $12,924,806, this including not only cigar boxes but such other products as might be manufactured. Of the 136 establishments reporting for 1927, 40 were located in Pennsylvania, 15 in Ohio, 13 in New York and seven each in Florida and Michigan, the remainder being scattered among 21 other States.

The number of wage-earners employed in the industry in 1927 averaged 4577 against 4836 in 1925 and the total wages paid were $3,925,329 against $3,966,578. The cost of materials, factory supplies, fuel and purchased power totaled $5,620,725 last year against $5,452,725 two years previous. The value added by manufacture, the value of products less cost of materials, etc., was $7,288,014 last year against $7,472,081 in 1925.

In making public its figures the census bureau points out that the amount of manufacturers' profits can not be calculated from this data, for the reason that no figures are collected in regard to a number of items of expense, such as interest on investment, rent, depreciation, taxes, insurance and advertising.

EMPLOYMENT AND PAYROLLS INCREASE

According to the Bureau of Labor Statistics, Department of Labor, at Washington, D. C., both employment and payrolls increased in the tobacco industry in August over July.

Two hundred thirty-three cigar and cigarette factories reported to the bureau that employees for the month of July numbered 52,139, and increased for August to 56,214, an increase of 7.8 per cent. The payrolls for these factories increased from $889,799 in July to $928,845 for the month of August, an increase of 4.4 per cent.

Twenty-nine chewing and smoking tobacco and snuff factories also reported July employees as 7746, increasing in August to 8198, an increase of 5.8 per cent. Payrolls also increased from $123,247 for July to $130,075 for the month of August, an increase of 5.5 per cent.

CIGARETTE PRODUCTION IN CUBA

The average monthly production of cigarettes in Cuba is a little over 30,000,000 packages of 16 cigarettes, according to a report received in the Tobacco Section of the Department of Commerce from Assistant Trade Commissioner J. R. Strackbein. Of this quantity about three-fourths are produced in or near Havana, Santa Clara Province being the center of nearly all the remainder of the national production. Exportation of cigarettes is very small, having in recent years amounted to less than 3,000,000 packages per year. In view of the quantity produced and the small quantity exported the local consumption would amount to about 5,757,000,000 cigarettes annually. Tax figures show that cigarette consumption actually amounts to 6,000,000,000 per year, a per capita consumption of 1684 cigarettes.

The tobacco used in the manufacture of Cuban cigarettes is the same as that used for cigars, except that the small leaves or "colas" are used. No other ingredients are used and the result is a dark tobacco cigarette. The usual sales price is 5 cents per package of 16 cigarettes, while the cork-tipped product is usually sold at 10 cents, although a few of this variety are sold also at 5 cents.

There are a number of factories in Cuba but many of them are small.

Generally, Cuban cigarettes are round or oval in shape and rice paper is most widely used in their manufacture. Advertising is carried on rather widely, but not as extensively as in the United States. In Havana, electric signs, sign-boards and posters are utilized. Picture cards formerly inserted in the packages were recently ruled by Presidential decree to be illegal. Cards are permitted if placed on the outside of the packages.

B. D. HILL TO RETURN

Benjamin D. Hill, chief of the Tobacco Division of the United States Department of Commerce, who has been in Europe for approximately fifteen months making a study of conditions in the tobacco industry there for the purpose of increasing our tobacco exports, is expected to return to America about October 16th on board the S. S. Republic.

Mr. Hill has been well received by European firms and is returning with much valuable data and many interesting photographs which he has taken with his camera.

SECRET CONVENTION IN SEATTLE

IN October 17th there will convene in Seattle, Washington, a gathering of cigar and tobacco retailers from all over the State of Washington who will meet in secret conference to discuss many questions important and vital to the cigar and tobacco industry. Positively no salesman, jobber or manufacturer will be allowed inside the conference room. Such questions as the cigarette license law, reduction on the age limit for sales to persons of eighteen years of age instead of twenty-one years, chain store competition, sending of unordered goods by jobbers, cash and carry jobbers, and many other points.

The meeting is to be held in the Olympic Hotel and will be followed by a banquet and dance in the evening. Needless to say, the outcome of the conference is being awaited with much interest by those who are not invited to join in the discussion.

AMERICAN SUMATRA MAKES DETAILED REPORT

American Sumatra Tobacco Corporation and subsidiary companies report for the year ended July 31, 1928, net income of $634,028 after expenses, and provision for Federal taxes, equal after 7 per cent. cumulative preferred dividends, to $3.02 a share on the 175,000 no par common shares outstanding. This compares with $904,493 or $4.91 a share on the common in the preceding fiscal year.

The income account for the fiscal year compares:

	1928	1927	Changes
Gross profit on sales	$759,092	$1,097,117	Dec. $338,025
Gen. & selling exp...	161,433	147,594	Dec. 13,839
Net operating profit	$597,659	$949,523	Dec. $351,864
Interest earned	42,080	45,907	Dec. 3,827
Other inc.	63,788	22,472	Inc. 41,316
Net profit	$703,528	$1,017,902	Dec. $314,374
Provision Fed. tax..	69,500	77,409	Dec. 7,909
Net income	$634,028	$940,493	Dec. $306,465
Prd. divs.	105,000	81,616	Inc. 23,384
Balance	$529,028	$858,877	Dec. $329,849

TAMPA SEPTEMBER PRODUCTION 46,000,000

Cigar factories in Tampa, Fla., produced a total of 46,351,030 cigars during the month of September, more than half of which number were in class C. The figures by classes are as follows: Class A, 13,185,000; Class B, 753,000; Class C, 23,780,000; Class D, 8,434,000, and Class E, 199,400.

Clarence D. Bendheim was re-elected president of the Peggy O'Neal Cigar Company at a meeting of the board held in New York City last week. Other officers of the corporation were also re-elected.

WHELAN DRUG STORES IN WASHINGTON

Two Whelan Drug Stores, units in the newly organized Whelan chain of drug stores, have recently been opened in Washington, D. C., and are featuring an extensive line of pipes, cigars, cigarettes, and smokers' articles.

Among the cigars displayed are "Cinco," "El Verso," "Bering," "Dutch Masters," "La Palina," "Webster," "Bankable," "John Ruskin," "Garcia Grande," "Tennyson," and the popular brands of cigarettes.

ALABAMA CIGAR TAX TO BE TESTED

J. B. EVANS, Birmingham, Alabama, attorney, has filed in the office of the clerk of the Alabama Supreme Court a petition for a writ of error for taking an appeal to the nation's highest tribunal in the case of the Exchange Drug Company against the State Tax Commission on the question of the validity of the Alabama law imposing a sales tax on the sale of cigars and cigarettes.

Following an appeal in a test suit brought in the Circuit Court of Montgomery County, the State sustained the tax attacked by the drug company.

RECEIVER OF STOLEN GOODS CONVICTED

Last week Jacob Goldstein, of Warren Street near Thirty-seventh Street, was convicted in Quarter Sessions Court here for receiving stolen goods and was sentenced to from eighteen months to three years in the County Prison.

The stolen goods which caused his conviction consisted of $230 worth of cigarettes which Goldstein obtained from the men who stole them for $50. Those who have been wondering how these cigarettes can be sold at such extreme cut prices and the retailer still stay in the game and apparently make money, now have the answer.

"HABANELLO" TO HAVE BRANCH FACTORY

The extensive drive on the "Habanello" cigar, which is being put on by Geo. Zifferblatt and Company, of North Ninth Street, in Baltimore and Atlantic City, is meeting with such splendid results that the company is planning to open a branch factory in some other part of Pennsylvania. The "Habanello" continues to forge to the front in Philadelphia and is being found in more and more cigar stores here every day, which speaks well for the demand which is being created for this brand.

G. S. Nicholas and Company, of 43 Beaver Street, New York City, also report excellent progress in their territory on this brand, for which they have the distribution for Greater New York.

YAHN & McDONNELL FEATURES "PUSHON"

The popular "Pushon" ash receiver is being featured in the window of the Benjamin Franklin Hotel cigar stand, which is operated by Yahn & McDonnell Cigars, local distributors.

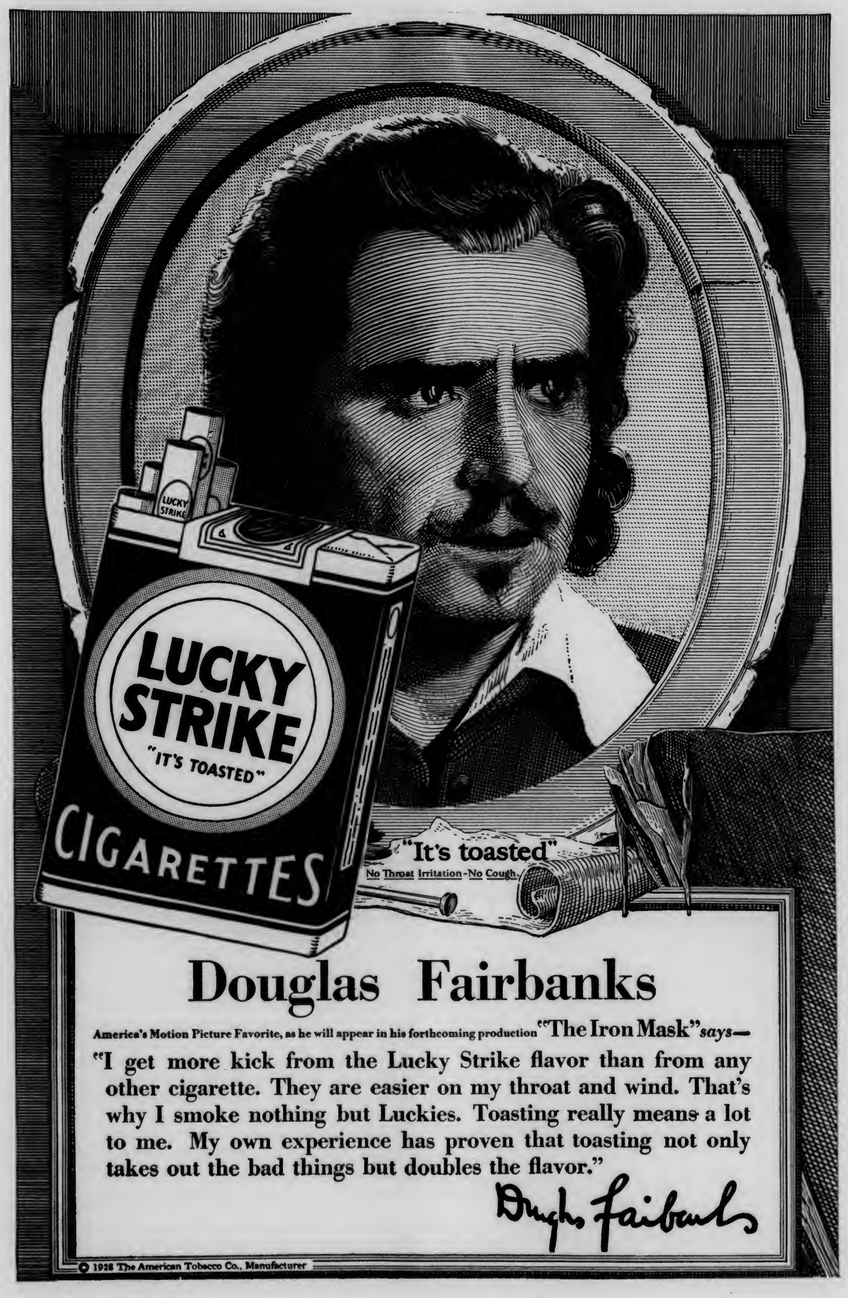
The ash receiver may be attached to any handy surface by means of a rubber vacuum cup and has sufficient capacity for ashes so as not to need to be emptied for some time. The "Pushon" ash receiver comes in a number of popular colors and retails at seventy-five cents each.

HARWOOD RETURNS FROM EUROPE

Frank W. Harwood, advertising manager, and a director of the American Tobacco Company, recently returned from a five weeks' stay in Europe and reports he is very much pleased with the progress "Lucky Strike" cigarettes are making both here and abroad. He found them in a number of the cities on the "other side."

BOBROW FACTORY REOPENS

The factory building of Bobrow Brothers, located at Hector and Apple Streets, Conshohocken, Pa., which has been closed for a long time, has reopened and has a force of seventy hands at work.


LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES
"It's toasted"
No Throat Irritation - No Cough.
Douglas Fairbanks
America's Motion Picture Favorite, as he will appear in his forthcoming production "The Iron Mask" says—
"I get more kick from the Lucky Strike flavor than from any other cigarette. They are easier on my throat and wind. That's why I smoke nothing but Luckies. Toasting really means a lot to me. My own experience has proven that toasting not only takes out the bad things but doubles the flavor."
Douglas Fairbanks
© 1928 The American Tobacco Co., Manufacturer

INDEPENDENT MERCHANT ENTERING NEW ERA

THE status of the small independent merchant in our present commercial structure is a subject which has received much attention of late from economists and students of business problems. In a pamphlet just issued by the Commerce Department entitled "Practical Aids to the Independent Merchant" the question as to whether he has a secure position in the development of business in this country is not only answered emphatically in the affirmative but it is pointed out that "the resourcefulness and freedom of action of the individual will always go far toward offsetting the advantage of large-scale operations of the more complicated organizations."

However, the fact is emphasized that in this era of changing business methods the merchant who refuses to consider the new order of things must give ground to his more efficient competitor. According to Dr. Julius Klein, Director of the Bureau of Foreign and Domestic Commerce, the independent business man with reasonable capital willing to utilize new methods and take advantage of new conditions has a greater opportunity today than ever before.

The independent merchant who functions intelligently as purchasing agent for his community, he points out, has a distinct opportunity to render a real social service. The principal innovation introduced by the large corpation is the newer type of management and the recognized value of large-scale economies; but big business has no copyright on profitable methods and mere bulk is by no means necessarily synonymous with efficiency.

The small business man who is striving to keep pace with changing conditions is often hampered by not knowing where to go for the trade information he wants. There are in the Government service vast sources of knowledge of real practical value to him. It was for the purpose of pointing out these sources that the Department of Commerce decided to compile a brochure briefly outlining the ways in which it can be of value to American business men, particularly to those merchants who do not have the facilities to carry on special investigations or to collect information on their own account. The Department, it is pointed out, functions to assist business by undertaking, in full co-operation with those to be served, the fact-finding investigations which business men, either collectively or individually, can not conduct to better advantage for themselves.

Among the problems which the Department is studying and which are perhaps of greatest interest to the independent merchant are these dealing with retail distribution and marketing. Mass production has brought about remarkable changes in merchandising during the last quarter century—Changes which have tended to upset methods of distribution which are deemed fixed and unalterable. The old order of wholesaler, jobber and retailer has developed into a somewhat confusing system where manufacturers are retailers, wholesales own or control retail stores, and retailers own wholesale establishments. This confusion which exists in connection with distribution complicates the problem of efficient business administration and gives rise to a certain amount of distrust among the consuming public. The Commerce Department has found upon investigation that nearly a million business men in this country do a volume of business hardly large enough to provide the facilities for the study of their several problems. Small businesses naturally cannot afford to maintain their own research departments on the scale necessary and must depend on the Government for fact-finding service and cooperation.

The "elimination of the middleman" is a meaningless expression, it is pointed out, because the functions of the middleman have to be performed whether by individuals or by branches of the chain store organizations. Whether the individual middleman will continue to operate to the best advantage depends largely upon the conduct of his business.

Recent studies by the Commerce Department have shown that the profits of many wholesalers and retailers alike are being dissipated through practices, such as the handling of unprofitable items, soliciting unprofitable customers, striving for volume without regard to costs and the use of uneconomic credit practices. In a wholesale grocery analysis prepared by the Department it was discovered that one wholesaler carried 2100 separate items in his inventory, although four items accounted for nearly one-half of his total sales. At the same time representative grocery chain-store warehouses handling a much larger volume of business included only 700 items. Moreover the chain stores secured stock turn-overs of twenty times annually while the wholesaler had a stock turnover of only seven times. It is obvious from this that the markup of this wholesaler based on the average expanse of doing business would necessarily cause certain items to bear a disproportionate share of the operating expense.

An analysis of wholesale hardware operations made by the Department revealed one case where a wholesaler increased his dollar profits 35 per cent. by dropping his unprofitable accounts which amounted to half the total, cutting his sales territory by a third, and reducing his inventory almost one-half.

A study recently issued on the subject of analyzing retail sellings costs revealed that certain commodities cost nearly three times as much to sell as others. Another study into retail profits through stock control shows how one progressive merchant was able to solve many of his problems by means of a simple method of record keeping through which he was enabled to pick out and discard those items for which there was little or no demand. Idle merchandise, it is pointed out, with its accumulating burden of costs for storage, interest, insurance, taxes, shrinkage, depreciation and obsolescence can make it difficult and frequently impossible for a merchant to remain in business unless the accumulated burden is passed along.

Among the many subjects in the field of retail merchandising which have received the attention of the Commerce Department are credit and delivery, measuring the market, store location, store planning, educating a sales force, cooperative advertising, department leasing and vehicular traffic congestion.

An inquiry unit in the Domestic Commerce Division of the Department is equipped to make special researches and to answer a diversity of questions on specific business problems. This service section, which acts as a clearing house of information on all phases of domestic trade, receives a great volume of requests, particularly from small business men, for information on efficient methods of store operation, trade practices, credit policies, installment buying, stock turnover, plant location, cooperative buying and various other subjects.

Business men are urged by Dr. Klein to take even greater advantage of the unique and varied facilities of the Department of Commerce to help solve their com-

(Continued on Page 14)

T. S. A. BANQUET A SUCCESS

THE annual banquet of the Tobacco Salesmen's Association, held at the Hotel Astor, New York City, on Saturday evening, October 6th, was attended by approximately three hundred men and their guests prominent in the tobacco industry, and was voted a huge success.

A splendid banquet was provided and excellent entertainment was also provided. The music for the occasion was provided by the popular Happiness Boys of radio fame.

Souvenirs for the ladies consisted of silver jewel boxes, and the men were provided with an ample supply of "Lucky Strike," "Camel," "Chesterfield," "Old Gold" and Benson and Hedges cigarettes through the courtesy of the manufacturers of the various brands mentioned.

A very attractive souvenir booklet was also provided for each person in attendance.

The entertainment committee consisted of George J. Solomon, chairman; Jack Edelstein, Max Berliner, Jonas J. Ollendorf, Joe Freeman, Sam Scharfstein, Arthur O. Handler, Jack Kann, Leo Reiders and Walter A. Donop.

No provision was made on the program for any speeches and the entire evening was devoted to having a good time.

SCHINASI ESTATE $5,000,000

Morris Schinasi, retired cigarette manufacturer, who died on September 16th, left an estate valued at approximately $5,000,000. Of this amount the sum of $1,300,000 goes to charitable institutions in this country and abroad, and the residue is left to his widow and three daughters. His will authorizes the creation of a trust fund of $1,000,000, of which $200,000 is to be used to establish a hospital in Mr. Schinasi's native town of Magnesie, near Smyrna, in Asia Minor, and several charitable institutions in New York receive sums of from $2000 to $10,000 each.

EMIL JUDELL RETURNS FROM TRIP

Emil Judell, of H. L. Judell and Company, large distributors of Manila cigars on the Pacific Coast, returned last week to San Francisco after an extended trip to Europe. Mr. Judell was met in New York on his return to the United States by P. A. Meyer, president of the Alhambra Cigar and Cigarette Company, of Manila, Philippine Islands, and Mr. Meyer accompanied Mr. Judell to San Francisco, stopping off en route across the United States to visit the Manila jobbers.

NEW CIGAR CHAIN ORGANIZED

The Lucky Cigar Stores Company, Inc., has been organized in Brooklyn, N. Y., with a capital of ten thousand shares of common stock. The charter was obtained through the Corporation Trust Company of America, of Wilmington, Del.

HARTMAN COMPANY BUILDING WAREHOUSE

The Hartman Tobacco Company, of Hartford, Conn., is erecting a large storage warehouse on Windsor Street, Hartford, which will have a capacity of approximately twenty-thousand cases of tobacco. The warehouse will have every modern convenience, including railroad siding.

THE FASTEST-GROWING CIGARETTE IN AMERICA

up!
up!
up!

Steadily up go the sales!

© P. Lorillard Co., Est. 1760

OLD GOLD

SMOOTHER AND *BETTER* . . . NOT A COUGH IN A CARLOAD

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va.	President
CHARLES J. EISENLOHR, Philadelphia, Pa.	Ex-President
JULIUS LICHTENSTEIN, New York, N. Y.	Vice-President
WILLIAM BEST, New York, N. Y.	Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y.	Vice-President
GEORGE H. HUMMELL, New York, N. Y.	Vice-President
H. H. SHELTON, Washington, D. C.	Vice-President
WILLIAM T. REED, Richmond, Va.	Vice-President
HARVEY L. HIRST, Philadelphia, Pa.	Vice-President
ASA LEMLEIN, New York, N. Y.	Treasurer
CHARLES DUSHKIND, New York, N. Y.	Counsel and Managing Director

Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

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CHAS. B. WITTROCK, Cincinnati, Ohio	Vice-President
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WM. S. GOLDENBURG, Cincinnati, Ohio	Secretary

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W. I. LUKASWITZ, Dayton, Ohio	Vice-President
MAURICE HARTMAN, Hartford, Conn.	Treasurer
HENRY FISHER, New York City	Secretary

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ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y.	Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN	President
SAMUEL WASSERMAN	Vice-President
ARTHUR WERNER, 51 Chambers St., New York, City	Secretary and Treasurer

RUINOUS COMPETITION AMONG RETAILERS CAUSES DEPRESSION

RUINOUS competition among retailers—competition which adds to the cost of doing business and in the end forces prices up—is one of the basic reasons for agricultural depression, according to Dr. Stephen I. Miller, executive manager of the National Association of Credit Men.

"Along with others, the farmer shares in this element of weakness in our economic system," Dr. Miller writes in the October number of the *Credit Monthly*. "Between producers and consumers are tens of thousands of distributors who should not be in business. These middlemen compete without due regard to business standards; they decrease the average turnover per distributor; when they fail, they glut the market with bankruptcy goods. They could not stay in business if credits were more carefully analyzed by credit departments.

"These wastes increase the prices paid by the consumer. When they are eliminated, prices will go down. When prices go down, demand will be increased. When demand is increased, the farmer is benefited."

* *

"Insurance may be regarded as the parachute of American business, a device that, properly utilized, prevents fatal crashes," writes Frank D. Rock, president of the National Association of Credit Men, in the *Credit Monthly* for October. He holds that manufacturers and wholesalers should require customers to protect themselves and their creditors with insurance.

"Insurance is a very distinct factor in determining a credit risk," Mr. Rock says. "Any risk that does not carry adequate insurance is always to be regarded as an unusual, and in many cases—depending on the circumstances—an unwarranted risk."

* *

"Full co-operation of salesmen is necessary to the proper functioning of a credit department," according to W. D. Doak, credit manager of Norris, Inc., Atlanta.

Writing on "Credits in Confectionery," in the October number of *Credit Monthly*, Mr. Doak points out that the credit manager needs the assistance of those who have the most frequent contact with customers—the salesmen.

"He will not get this assistance unless he shows himself to be broad-minded and flexible, for once let a salesman get it into his head that a credit manager is bull-headed, he will offer very little co-operation. A credit manager who adopts a friendly and interested attitude toward the salesmen of his company can get them to think in the right channels so far as credit is concerned, and he will be well repaid by their willingness to confide the condition of their customers.

"Many salesmen do not realize the importance of getting the money for goods that are sold—that no sale is completed until collections are made. In our organization, salesmen are expected to collect whatever balance is past due when they call on customers. In fact, they are told to talk collection, when money is due, before they talk about a new order.

"The salesman who gets the business is the one who keeps his accounts in good shape. It is natural for a buyer to give an order to the house with whom his account is paid up, or nearly so."

BINGHAMTON BOX COMPANY TO HAVE ADDITION

The National Cigar Box Company, of Binghamton, N. Y., will shortly start the construction of a two-story addition to its plant there in order to take care of the additional production which will become necessary due to the newly-erected factory of the General Cigar Company there.

Mr. Von Nostitz, president of the National Cigar Box Company, states that his firm is now supplying more than 2000 boxes daily to the General Cigar Company plant there, and that this number may shortly be increased to 8000 a day.

REYNOLDS COMPANY CONTRIBUTES $5000 FOR STORM SUFFERERS

The R. J. Reynolds Tobacco Company, of Winston-Salem, N. C., contributed $5000 to the American Red Cross to be spent in relief work in Florida, according to an announcement by John W. Ross, Florida representative of the company. This is believed to be one of the largest single contributions made for relief work in Florida.

REMEDIOS CROP MAY BE SHORT

Along with the consternation caused in the cigar industry by the news of the great catastrophe suffered by the Porto Rican crop comes the news from Cuba that reliable authorities there estimate that the Remedios crop may be much less than anticipated. In fact it is stated that the crop may not be more than 260,000 pounds, and at that the yield will be small of firsts and seconds.

HAAS, BARUCH AND COMPANY SECURE ANOTHER

Haas, Baruch and Company, who recently purchased the grocery and cigar business of the H. Jevne Company, of Los Angeles, have also recently purchased the W. D. Ballinger Company, cigar and tobacco jobbers, of San Diego.

BAYUK MICHIGAN REPRESENTATIVE RECOVERS

Robert Rink, territorial manager for Bayuk Cigars, Incorporated, in Michigan, who recently met with a serious automobile accident which caused him to lose the sight of an eye, is now fully recovered and again making his rounds of the trade.

WASSERMAN TO MAKE EUROPEAN TOUR

Nelson Wasserman, of the B. Wasserman Company, 83 Chambers Street, New York City, expects to sail in a very short time for Europe, where he will make a tour of England, France, Holland, Germany, Italy and several other European countries. Mrs. Wasserman will accompany him on the trip.

THE INDEPENDENT MERCHANT

(Continued from page 12)

mercial problems. The pamphlet which has just been issued gives a brief outline of the different ways in which the Department can be of practical assistance. It can be obtained without cost upon request to Washington or from the offices of the Bureau of Foreign and Domestic Commerce which are located in most of the commercial centers of the country.

CANADA'S TOBACCO NOW WORLD FACTOR

TOBACCO, Canada's most recent farming venture, has proved, by reason of the stability it has attained, one of the Dominion's most satisfactory developments, says a special report of the Canadian Bank of Commerce covering tobacco production throughout the world. "The subject is of interest not only to Canada but to the United States," the survey says, "because Canadian tobacco competes with American, and it is of moment to Great Britain because of the increasing importance of Canada and other countries within the Empire as sources of leaf tobacco." The report continues:

"In the two previous years the opportunity of selling Empire-grown tobacco in Great Britain under a preferential tariff led to unrestrained enthusiasm in Canada, when it was demonstrated that the soil and climate of several districts, mainly in southwestern Ontario, were suitable for the production of this commodity. There was, however, much ill-advised and unremunerative effort, and as a result it was finally brought home to many individual growers that a considerable part of their crops was not readily saleable, either in Canada or Great Britain, because of their poor quality or because they included types for which there was but little demand. Furthermore, it was apparently overlooked at first that the British preferential tariff extended to all the countries of the Empire, and that it afforded advantages at least equal to those enjoyed by Canada to two colonies, Rhodesia and Nyasaland, where great areas of suitable land were available in climates particularly favorable for the growth of the tobacco-plant. Both countries produced tobacco almost entirely for export and it came into competition with that exported by Canada.

"For a time manufacturers in the United Kingdom were able to use practically all the colonial tobacco which was offered, but a year ago it was found that any further increase must be the result of an educational campaign to induce the smoking public to accept mixtures with a slightly different aroma to that to which they had long been accustomed, for tobacco grown throughout the Empire, even under the most favorable conditions, has not quite the same flavor as the American product.

"According to special reports made to The Canadian Bank of Commerce, the acreage planted in Canada this year was somewhat larger than in 1927 and generally the tobacco recently harvested shows a high yield per acre and good quality, though heavy rains in August flooded some fields and a heavy frost late in September damaged part of the crop in one district. An improvement in the methods of cultivating and curing is noticeable, indicating that proper methods have been adopted by many growers. Fortunately, there has been a shift to the types required by British and Canadian manufacturers and, therefore, the acreage in burley has been reduced somewhat, while that in dark tobacco (which, if fire-cured, is in demand in Great Britain) has increased, as also has that of bright leaf. The latter, used chiefly for cigarettes, can readily be sold in the domestic market as Canada still needs to import fully twice as much of this type as she grows. There is, however, the prospect that Canada will shortly be less dependent on foreign bright leaf, as there is thought to be suitable for production of this type in Norfolk County in Ontario, where the total acreage has increased five-fold in the last year, at least double the area now under cultivation.

(Continued on page 17)

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OP'TIMO CIGARS

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

MEN WHO GUARD THEIR HEALTH SMOKE CIGARS

Here's the most unselfish advertising idea (in newspapers everywhere) ever developed for the Cigar Industry—selling MORE cigars for every brand and MOST for the best advertised and largest selling high grade cigar in America—

"Over a Million a Day"

CONGRESS CIGAR CO., Inc., Philadelphia, Pa.

LA PALINA

CIGAR

LARGE TOBACCO LOSSES RESULTING FROM PORTO RICO HURRICANE

THE TROPICAL hurricane which swept Porto Rico on September 13 caused great losses to drying sheds, barns and warehouses, and also to stocks of tobacco on hand, but considering the industry as a whole it is believed that these losses are fairly well covered by insurance, according to information received in the Tobacco Section of the Department of Commerce from Rolland Welch, secretary to the trade commissioner in San Juan.

Accurate figures on damage as to districts probably will not be available for another two weeks, since it is expected that it will require that length of time to restore lines of communication to the interior. Reports now available have been passed to San Juan by word of mouth and are subject to change or correction. From the best information now available, however, it appears that losses will run about as follows:

Practically all drying sheds, barns and warehouses are entirely wrecked, many not to be reconstructed in time for the next tobacco crop.

Stocks on hand badly damaged, losses in some places running above 50 per cent.

Destruction of all seed beds which had been planted for the next crop.

The damage is expected to be offset to some extent by insurance, and the hurricane itself was not without some good effects. Prior to the storm there were considerable stocks of 1927-28 crop tobacco on hand, moving slowly in a sluggish market with every indication that there would be some carry-over at the end of the year. Now, the remaining tobacco stock not damaged is expected to move quickly and many expect it to bring better prices. Much of the tobacco damaged was that purchased by tobacco factories and kept as reserve supply. The remainder was held by growers or brokers awaiting sale. Tobacco factories are now expected to purchase undamaged stocks from growers and brokers to replenish their reserve supply, although these purchases may be held up temporarily until the consumers can arrange for storage facilities for the supply.

Seed beds planted prior to the storm indicated that the 1928-29 crop would be extremely large, a cause of much concern among the leading growers, and even among manufacturers and buyers, who believed that a large crop would bring such low prices that the income would not cover the cost of production. The newspapers a week or two before the hurricane carried lengthy articles and editorials urging farmers to cut down the acreage planned for the new crop. This was having but little effect, but the hurricane accomplished what they could not.

There is plenty of seed available for as large seed beds as heretofore and sufficient time to prepare and plant them. But tobacco acreage is governed considerably by the amount of space afforded by drying sheds, barns and warehouses. With most of these destroyed and little likelihood that they will all be reconstructed in time for the next crop, somewhat less acreage is expected to result.

An official of one of the larger tobacco companies making extensive purchases in Porto Rico believes there is only sufficient material on hand to rebuild half the drying sheds, barns and warehouses destroyed. He does not believe that material required can be moved to Porto Rico quickly enough to have all drying sheds and barns completely rebuilt for the next crop, especially since many owners of these sheds will have difficulty raising money to replace them. Officials of the Associacion de Tabacaleros also believe that lack of money will cause the owners of many sheds to delay rebuilding until after the next tobacco crop is harvested. It is indicated that banks will not be willing to loan money freely for reconstruction.

It is expected that the money available for loans will go more toward getting a new tobacco crop into the ground than toward rebuilding drying sheds, barns and warehouses, but many people believe that much construction will go forward out of salvaged material.

No figures are available at present on the total loss of old tobacco stocks. Before the storm there were numerous estimates, greatly differing, on the amount of tobacco on hand from the 1927 and 1928 crops. Most of these estimates ranged between 8,000,000 and 10,000,000 pounds, and represented stocks held by owners who were not members of the Tobacco Growers Association; in fact, the Tobacco Growers Association held only a small part.

Officials of the association believe they have lost fully 600,000 pounds of tobacco in storage and that the percentage of loss was greater to those who were not members of the association. The association reports a loss of 50 per cent. of stocks at Aibonito and Comerio, and that the warehouses in both places were entirely destroyed. Great damage was also reported to association stock at San Lorenzo, although sufficient information was not available to figure the percentage of loss there.

Outside of the association it is reported that one of the important buyers suffered a loss of nearly $1,000,000 in building and stocks destroyed and that only a small part of this was covered by insurance.

Another buying company not connected with the association reported a loss of $500,000, principally in stocks. This represented about half the stock it had on hand. The loss was covered by insurance.

Still another large buying company reported $300,000 loss of stocks, representing about half the supply on hand. This was partially covered by insurance.

Losses to members of the Tobacco Growers Association were fairly but not fully covered by insurance.

There are many tobacco sections from which at this time have come only the vaguest reports. The greatest losses from such sections will be in barns and stocks, since seed beds which had been planted represented only a small investment, and there was no crop in the ground.

Actual dollar loss will depend chiefly on amount of insurance carried. Growers who carried stocks will find losses somewhat offset by insurance and by quick movement of remaining stocks at better prices. Prospects for a well-balanced crop for next season with no carry-over stock from this one may increase prices at the next harvest. Consumers and factories carrying reserve supplies will find losses offset only by insurance carried and will face the necessity of having to make further purchases to replenish this supply.

SPOKANE GETS CARLOAD OF BAYUK BRANDS

McClintock-Trunkey Company, cigar distributors of Spokane, Wash., last week received a full carload of Bayuk Cigars' brands and an aggressive campaign to get distribution on these brands was immediately started. The shipment consisted of "Philadelphia Hand Made," "Havana Ribbon," and "Charles Thomson."

H. E. Edmiston, of the Bayuk Factory is in Spokane assisting in the drive, which is meeting with splendid success.

KANSAS CITY DEALERS WIN FIRST ROUND IN CIGARETTE TAX FIGHT

CIGARETTE dealers in Kansas City won the first round in their fight to have the cigarette tax repealed, last week, when the State Supreme Court assumed jurisdiction in the case and granted to James P. Aylward, attorney for the Kansas City Retail Druggists Association, a temporary writ of mandamus against Charles W. Regan, city clerk, which will compel Regan to accept the petition carrying several thousand signatures, asking initiation of a repeal vote on the cigarette tax ordinance.

The writ is returnable in thirty days, when it will be argued, and the court will then decide whether to grant a permanent mandamus against the city clerk. A similar action brought by Attorney Aylward about a year ago was refused by the Supreme Court.

City Counselor John T. Barker advised Regan that the cigarette tax came under the classification of an emergency measure to realize revenue for the city, and was not subject to initiative and referendum.

LIGGETT TO INSTALL VENDING MACHINES

A contract has been signed by the Louis K. Liggett Drug Company with the Consolidated Automatic Merchandising Corporation for installing talking automatic merchandising machines to sell cigarettes and cigars in all stores of the Liggett chain.

The Liggett Drug Company operates approximately 450 drug stores from coast to coast.

CANADA TOBACCO

(*Continued from Page 15*)

"The essential features of reports received regarding the crops of the United States, Rhodesia and Nyasaland, which compete with Canadian tobacco, are as follows:

"A discussion of the situation in the United States must take into account certain developments in 1926 and 1927. In the first-mentioned year the growers of burley received a low price, an average of 13.1 cents per pound, and in the following year curtailed the planting of this type, which, of course, resulted in a decrease in production and a higher price. Indeed, prices for nearly all types were higher than in 1926 and, as is usual in such cases, planting this year was generally on a larger scale.

"The new crops suffered considerable damage in some important districts, but the United States Department of Agriculture estimates a total production of 1,371,782,000 pounds, as compared with 1,211,300,000 pounds in 1927 and a five-year average of 1,338,000,000 pounds. The increases in flue-cured and fire-cured tobaccos are slight, but there is a marked expansion in burley. In Nyasaland a crop of slightly over 18,000,000 pounds, mostly of dark tobacco, is officially estimated, and it is also stated that it is of good quality. Planting in Rhodesia at the end of 1927 was on a much larger scale than in the previous year, but unfavorable weather and insect depredation caused severe damage and a crop of poor quality, mainly bright leaf, of not more than 20,000,000 pounds is expected, a decrease of about 35 per cent. as compared with last year's yield."

After all nothing satisfies like a good cigar

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

HAVING LOCATED IN DALLAS, TEXAS, WOULD LIKE TO hear from Cigar Factories making Class C and up, requiring representation in this live State with its many growing cities. Must be exceptionally high class merchandise, because the "Big Boys" are certainly after the business down here too, and goods must be attractive propositions to even get a hearing with the better class jobbers.

Would also like Specialties suitable for carrying with cigars as side line. What have you? Address John H. Baker, 3400 Cole Avenue, Dallas, Texas.

WE ARE IN A POSITION TO HANDLE A FEW MORE JOBBERS on our own, or private brands—Class C. C. O. Benner Cigar Company, Trumbauersville, Bucks County, Pa. Cigar manufacturers since 1893.

POSITION WANTED

STRIPPER FOREMAN DESIRES POSITION. Experienced in Handling all Grades of Tobacco. Can handle large productions. Familiar with stripping machines. Willing to go out of town. Address Box 522, "The Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

WASHINGTON CIGAR JOBBER DEAD

Eugene S. Cochran, vice-president of the cigar firm of George W. Cochran & Company, Incorporated, 912 Fourteenth Street, Washington, D. C., died at the George Washington University Hospital, on October 5th, following an illness of more than a year.

Mr. Cochran was well-known in the city of Washington for his charitable activities, and was also one of the leaders of the festivities of the Merchants and Manufacturers' Association.

He was also a member of the National Press Club, the Capital Yacht Club, the Columbia Country Club and the Mystic Shrine.

He is survived by his widow Mrs. Hattie M. Cochran; and a sister, Miss Rose M. Cochran, of Pasadena, Cal.

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MARIONETTES:—45,316. For cigars and cigarettes. July 30, 1928. Clyde F. Marion, New York, N. Y.

NET-MOR:—45,317. For cigars. June 1, 1928. F. Neyle Marx, Jacksonville, Fla.

HAV-A-TAYLOR:—45,318. For cigars. September 28, 1928. J. C. Taylor, Yoe, Pa.

DUBRUL:—45,320. For all tobacco products. October 1, 1928. C. J. DuBrul, Cincinnati, Ohio.

FISHER COACH:—45,321. For all tobacco products. October 4, 1928. George Schlegel, Inc., New York, N. Y.

S. C. A. T.:—45,322. For cigars only. September 8, 1928. F. Neyle Marx, Jacksonville, Fla.

WHITE CIRCLE:—45,323. For all tobacco products. August 22, 1928. Petre Litho. Co., Philadelphia, Pa.

CRYSTAL CAVE:—45,324. For cigars. September 25, 1928. Peter C. Kalicki, Milwaukee, Wis.

AL. SIMMONS:—45,325. For all products. October 4, 1928. A. Maruszewski, Milwaukee, Wis.

HAMPTON:—45,326. For pipes and smokers' articles. October 6, 1928. The Canadian Tobacco Co., Fall River, Mass.

TRANSFERS

BURLINGTON ARCADE:—45,155 (T. M. A.). For all tobacco products. Registered February 28, 1928, by the Petre Litho. Co., Philadelphia, Pa. Transferred to Harry A. Tint, Philadelphia, Pa., March 1, 1928.

PIZARO:—26,714 (Tobacco World). For cigars, cigarettes and cheroots. Registered August 25, 1910, by Heywood, Strasser & Voight Litho. Co., New York, N. Y. Transferred to G. Merz & Son, Chicago, Ill., and re-transferred to Miguel Angel Castillo, Chicago, Ill., September 11, 1928.

MI HONORA:—40,152 (T. M. A.) For all tobacco products. Registered February 24, 1917, by E. J. Lieb, New York, N. Y. Transferred to S. Sladkus & Sons, Inc., New York, N. Y., and re-transferred to Moro Brothers, New York, N. Y., September 29, 1928.

PENNSYLVANIA FORECAST LESS.

The forecast on October 1st for the Pennsylvania crop of leaf tobacco was 45,570,000 pounds while the forecast on September 1st was for a crop of 47,040,000 pounds.

According to the United States Department of Agriculture, co-operating with the Pennsylvania Department of Agriculture, nearly all of the tobacco crop in Pennsylvania has been harvested, but in many localities it was damaged by hail and wind. A majority of comments indicate the crop is curing nicely, but the quality is not uniformly good. Considerable damage from both rust and wildfire have been reported.

GEO. SCHLEGEL, JR. HEADS LITHOGRAPH COMPANY

At a recent meeting of the George Schlegel, Inc., George Schlegel, Jr., was elected president of the corporation to succeed his father who recently passed away.

John H. Koch was elected vice president, and John W. Jacobus, who has been secretary of the corporation was also elected treasurer to fill the vacancy made when George Schlegel, Jr., was elected president.

STOCK CONTROL SYSTEM NECESSARY TO RETAILER

The value of adequate records for the control of stock in retail stores is discussed in a bulletin by G. E. Bittner of the domestic commerce division of the Department of Commerce, just made public. Declaring that the accumulation of immovable stock is one of the greatest troubles faced by most retailers, it is pointed out that the problem of dead and slow moving stock, with the accumulation of charges involved, such as depreciation, taxes, interest, etc., can be solved in most cases by the installation of an adequate stock control system.

An outline of such a system, simple enough to be understood by any retailer yet sufficiently adequate to act as a proper control is outlined in the bulletin, together with the experiences of one merchant who used the system. The retailer in question was able to reduce his stock more than 30 per cent. while, at the same time, increasing his volume of sales 20 per cent. and his profits 50 per cent. The first year the system was in operation his stock turnover was something less than four times, while the following year he was able to show a stock turn of six times.

Among other data which the stock control system brought to light was the fact that what the merchant had considered a "fair" stock in some items was really sufficient to last him a number of years. On the other hand, he definitely ascertained what items were moving rapidly and was able to gauge his purchases accordingly.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of THE TOBACCO WORLD, Published Semi-Monthly at Philadelphia, Penna., for October 1, 1928.

State of Pennsylvania, } ss.
County of Philadelphia, }

Before me, a Notary Public in and for the State and County aforesaid, personally appeared Gerald B. Hankins, who, having been duly sworn according to law, deposes and says that he is the business manager of THE TOBACCO WORLD, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations.

1. That the names and address of the publisher, editor, managing editor and business manager are:

Publisher—The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.

Editor—Hobart B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

Managing Editor—None.

Business Manager—Gerald B. Hankins, 236 Chestnut Street, Philadelphia, Pa.

2. That the owner is: The Tobacco World Corporation, 236 Chestnut Street, Philadelphia, Pa.—Hobart B. Hankins, 236 Chestnut Street, Philadelphia.

3. That the known bondholders, mortgagees and other security holders owning or holding one per cent. or more of the total amount of bonds, mortgages or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stocks, bonds or other securities than as so stated by him.

GERALD B. HANKINS,
Business Manager.

Sworn to and subscribed before me this 28th day of September, 1928.

JOHN J. RUTHERFORD,
Notary Public.

My commission expires January 22, 1931.

BUYERS' GUIDE

CIGAR BOXES

NIC. ALTHAUS CO
MANUFACTURERS OF HIGH GRADE CIGAR BOXES
CEDAR SAW AND PLANING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
TEL. ASHLAND 6242 ESTABLISHED 1873
637-641 EAST 17TH ST. NEW YORK.

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

It Pays to Advertise

IN THE

TOBACCO WORLD

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
607 Shelby Street :: DETROIT, MICH.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

Colorgraphic
LABELS-BANDS-ADVERTISING
WINDOW TRANSPARENCIES
Quality Service
AMERICAN LITHOGRAPHIC COMPANY
NINETEENTH STREET & FOURTH AVENUE—NEW YORK
55 E. WASHINGTON ST. CHICAGO · FIRST NATIONAL BANK BLDG. TAMPA · 820 POYDRAS ST. NEW ORLEANS · 163-173 MAIN ST. SAN FRANCISCO

Gives counts and prices on over 8,000 different lines of business. No matter what your business, in this book your prospective customers listed.

Valuable information is also given as to how you can use the mails to secure orders and inquiries for your products or services.

Write for Your FREE Copy

R. L. POLK & CO.,
Detroit, Mich.

Largest City Directory Publishers in the World—Mailing List Compilers—Business Statistics—Producers of Direct Mail Advertising

The Standards of America

Lorillard's Snuff, Est. 1770
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, Est. 1751

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

Manufactured by
GEORGE W. HELME CO.
111 Fifth Avenue, New York

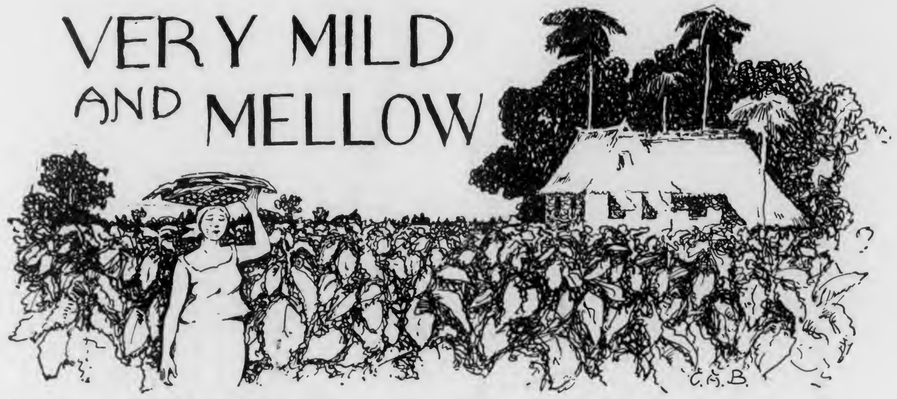
SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"

If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.

10c 15c 25c 75c $1.50 SIZES

J. G. DILL CO. Richmond, Va.

VERY MILD AND MELLOW



Philippine tobacco plantation in Isabela Province, Cagayan Valley, where the overflow of the river restores the soil and tobacco grows luxuriantly.

FINE TOBACCO

Naturally Mild and Sweet - and Grown and Ripened Under a Tropical Sun, are the Reasons Why

THOSE MANILA CIGARS SATISFY SMOKERS

Manila is making the best cigar in the world for a nickel—Spanish hand-work, Perfecto shapes, long-filler, light colors attract the eye and intrigue the taste. Better grades in Class B, C and D are also making friends wherever a very mild cigar is in demand.

Do you want a substantial business at a good profit? Do you want a line that will bring smokers to your store and hold them steady customers?

THEN GET A STANDARD MANILA LINE.
PUT IT TO WORK AND WATCH IT GROW!

Booklet, information on application to

THE MANILA AD AGENCY

C. A. BOND, Mgr.

15 WILLIAM STREET, NEW YORK

NOVEMBER 1, 1928

VOLUME 48 — No. 21

THE TOBACCO WORLD

LIBRARY RECEIVED NOV 7 1928 U. S. Department of Agriculture

The Need For Manufacturer and Dealer Cooperation

Manufacturers, dealers and jobbers are requested to cooperate with the Porto Rican tobacco growers, by contracting as far in advance of their actual 1929 needs as possible. This cooperation is absolutely essential if the growers are to produce, at a reasonable price, the quantities which will be required to meet the 1929 demand for

PORTO RICAN TOBACCO

Hurricane damages to the already planted 1929 crop are extensive, but the growers are already back at work replanting for the coming year. They want to serve you by growing enough to take care of the public demand. Manufacturers and dealers need Porto Rican tobacco for their blend. Its popularity with the public is undisputed.

Cooperate

by making your 1929 contracts as far in advance as possible.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
1457 Broadway — M. T. SALDANA, General Manager — New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

PACK YOUR CIGARS IN A NATURAL HUMIDOR

WOODEN BOXES act as a natural humidor for your cigars. They preserve the delicate aroma, mellowness and flavor right up to the moment of purchase.

WOODEN BOXES also show the whole cigar (size, shape and color) in a most attractive setting. Your cigars will look better and *will be better* when packed in wood.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

Volume 48 — Number 21

THE TOBACCO WORLD

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, NOVEMBER 1, 1928 — Foreign $3.50

SCHULTE IN GROCERY CHAIN

IN LINE with reports of anticipated expansion of Park & Tilford retail stores, it was announced in New York last week that Park & Tilford Retail Stores, Inc., had been incorporated with capital of $20,000,000 to establish a chain of grocery stores throughout the country.

The capital will be supplied by Park & Tilford and other Schulte interests and no public offering of the stock will be made. Negotiations were said to be under way for the acquisition of existing chains of stores.

David A. Schulte heads the new corporation, with Louis Goldvogel in charge of headquarters in New York City. Stores in large cities will be established and modeled after the present Park & Tilford stores in New York. Park & Tilford was purchased by the Schulte interests in 1923.

Other officers of the Park & Tilford Retail Stores, Inc., are Arthur D. Schulte, vice-president; Louis Goldvogel, chairman of the board; U. M. Reinach, secretary, and Frank Handren, assistant secretary.

The Board of Directors is composed of David A. Schulte, Arthur D. Schulte, Gordon Stewart, Louis Goldvogel, Harry Goldvogel, U. M. Reinach, Monroe Rothschild, Frank Handren, and Jerome Eisner.

AMERICAN SUMATRA INCREASES STOCK

Stockholders of the American Sumatra Tobacco Corporation at a special meeting last week authorized an increase in the common stock of the Corporation to 225,000 shares of no par value from 175,000 shares.

The additional shares of stock are to be used in payment of the 3 per cent. stock dividend recently declared and also to provide stock to be sold or otherwise used for corporate purposes from time to time as the directors may deem advisable.

SYLVESTER TO RESIGN FROM A. C. COMPANY

It is understood in financial circles in New York that A. L. Sylvester will shortly tender his resignation as president of the American Cigar Company and propose as his successor Junius Parker, chairman of the American Tobacco Company. It is also understood Mr. Sylvester will continue as director of the American Cigar Company and as vice-president of the American Tobacco Company for the remainder of the year.

FREEMAN ON TRIP

Mannie Freeman, of S. J. Freeman & Sons, New York City, is at present going the rounds of the trade in upper New York State in the interest of his brands.

"DOC" ROSEBRO HEADS LUCKY STROKE RAZOR BLADE CO. SALES FORCE

W. W. ROSEBRO, better known as "Doc," and one of the most widely known cigar salesmen in the field, has become associated with the Lucky Stroke Razor Blade Company, of New York City, as sales manager following a short period of selling their product on the road.

About two or three months ago "Doc" took on the Lucky Stroke blade to be carried along with his cigar line, and immediately accomplished such wonderful results in placing this new blade with retailers and jobbers that the Razor Blade Company decided that "Doc" was just the man they had been looking for.

"Doc" is accordingly now general sales manager of the Lucky Stroke Razor Blade Company and is very busy selecting members for his sales organization.

LANCASTER BUYERS ACTIVE

Leaf tobacco buyers have begun their touring of Lancaster County, Pa., and are offering the growers eighteen cents for wrappers and five cents for filler, but the Lancaster County growers are not willing to take such prices at the present time, and according to reports no sales have been made at these prices.

Due to the destruction of considerable tobacco in the recent Porto Rican hurricane, the Lancaster County growers feel that they will have practically no competition on this year's crop and feel sure that they can realize better than twenty cents for their wrappers.

According to reports, the crop in Lancaster County seems to be curing just about right.

AMERICAN TOBACCO EARNINGS HIGHER

The American Tobacco Company announces that sales in every month of this year have been substantially higher than those of the corresponding months of 1927. Also earnings in every month since May, when a recession was due to a price reduction, have been ahead of the corresponding months of 1927.

It is confidently expected in financial circles that some time in 1929 the management of the company will give consideration to a form of capital adjustment whereby stockholders will receive a larger dividend.

MENGEL PROFITS DECREASE

Profit of the Mengel Company is reported for the three months ending September 30th, before provision for Federal taxes, as $159,877, which is a decrease of $256,419 from the same period of last year. Profit for the nine months ended September 30th totalled $781,146, a decrease of $223,006 from the corresponding period of 1927.

The Tobacco World

Established 1881

VOLUME 48 NOVEMBER 1, 1928 No. 21

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

SHADEGROWN PIONEER DIES IN CONNECTICUT

MARCUS L. FLOYD, pioneer grower of Shadegrown tobacco, passed away at the Hartford, Conn., hospital on October 13th, following an operation a short time before. He was sixty-eight years old.

Mr. Floyd was born in Florida and became interested in the experiment of growing tobacco under shade cloth early in his career. His experiments proved a success and he soon attracted wide attention in the industry, and he was soon appointed a tobacco expert for the United States Government.

Mr. Floyd eventually left the employ of the Government and moved to Connecticut in 1901 and established the first tent system of shading tobacco in that State, as manager of the Connecticut Tobacco Company.

When the Connecticut Tobacco Company was later absorbed by the American Sumatra Tobacco Company, Mr. Floyd became vice-president of that organization, and took charge of the plantations of the company in both Connecticut and Florida.

During the World War Mr. Floyd acted as Federal Tobacco Administrator, and later became president of the Griffin Tobacco Company, but for the past six years he has been associated with Cullman Brothers, Inc., supervising their Connecticut plantations, on which they raised 1000 acres of tobacco this year.

Mr. Floyd was a member of St. Mark's Lodge, No. 9, F. and A. M., and a member of the Hartford Club.

Funeral services were held on Monday, October 15th, from his late home, East Windsor Hill, Conn., with the Rev. Charles Jarvis Harriman, of Philadelphia, in charge.

He is survived by his widow, twelve children, four sisters and one brother.

STANDARD COMMERCIAL TO MANUFACTURE CIGARETTES

The Standard Commercial Tobacco Company, Incorporated, which has formerly been engaged solely in importing and selling leaf tobacco, has announced it will shortly manufacture a new cigarette blended for European consumption.

The Standard Commercial Company recently signed a contract for the Government tobacco monopoly of Czecho-Slovakia.

P. LORILLARD ANNOUNCES "OLD GOLD" CHRISTMAS PACKINGS

THE following letter has been sent to the trade by the P. Lorillard Company announcing their Christmas packing of "Old Gold" cigarettes:

"To Our Customers:

"We respectfully invite your attention to our Christmas Packing of 'Old Gold' Cigarettes 20s in handsomely lithographed cartons of 200 Cigarettes, and to facilitate an even distribution among the trade we will handle orders for this Holiday Packing on the following basis:

"During the month of November we will arbitrarily fill with Christmas packing 20% of each order for 'Old Gold' Cigarettes unless specified on order that Christmas Packing is not desired. However, all orders for less than 25M. 'Old Gold' Cigarettes will be filled with the regular packing as we cannot ship mixed containers of both Christmas and regular stock. Therefore, to receive a full proportion of 'Old Gold' Christmas Packing, it will be necessary to place orders for 25M. 'Old Gold,' or multiples thereof.

It is of course understood that this Holiday Packing consists of our regular carton of 20s/200s and if not disposed of during the Christmas season can be turned into regular packing by simply removing the Holiday wrapper.

"It will be appreciated if our customers will make every effort to place 'Old Gold' Cigarettes in the Christmas Packing with every one of their worthwhile retail customers. The Christmas carton makes a very attractive display.

"All orders are subject to acceptance by our New York Office, and if accepted will be filled at prices ruling on day of shipment.

"No representative or employee of this Company has authority to change any circular, letter or price list issued by this Company.

"Very respectfully,

"P. LORILLARD COMPANY, INCORPORATED."

SMOKERS WILL INSIST ON HELIUM GAS FOR DIRIGIBLES

According to the experts in Washington, it will be O. K. if the United States is a little tardy in entering the commercial field with dirigibles, since when we do start we can count on all the smokers patronizing our ships on account of the privilege of smoking on board due to the fact that our ships will be filled with the non-explosive helium.

The passengers on the recent flight of the Graf Zeppelin were very emphatic in expressing the discomfort experienced on the trip across the Atlantic due to the fact that smoking was not allowed because of the fact that the ship was filled with the very highly explosive gas, hydrogen.

Since the only known deposits of helium gas are in the United States, our ships promise to be popular with the smokers, if, as and when they are built and put in commercial service.

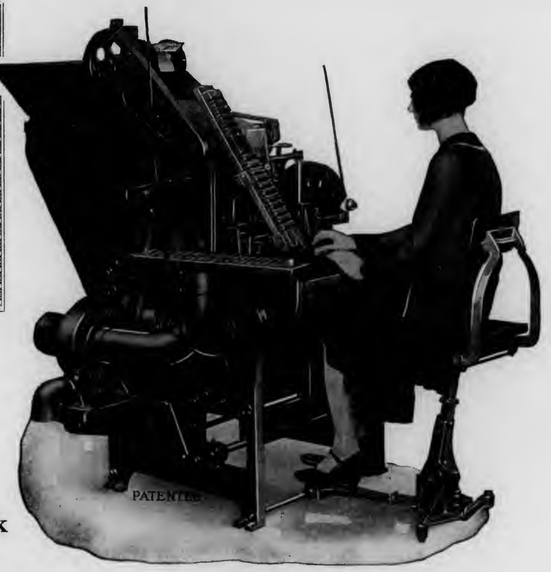
EXTRA FOR U. S. TOBACCO ANTICIPATED

Financial circles believe the time is drawing near when the United States Tobacco Company is expected to pass along substantial benefits to its stockholders, either in the form of larger annual dividends, extra cash or a stock dividend. The strong position of its marketable security account suggests the probability of a cash distribution, while profit and loss surplus makes a stock dividend possible.

A Perfect Scrap Bunch Machine

Improved!

by the Addition of Two Important and Efficient Stock and Cost-Saving Features



The **MODEL L UNIVERSAL**

Scrap Bunch Machine

Labor, Stock and Money-Saving Features

A—The Binder Suction Table assures smoother and more perfectly-rolled bunches. It also effects a saving in binders because smaller binders can be used.

B—The latest type of friction clutch and emergency stop makes the machine run more smoothly and permits the instantaneous stopping of the machine at any point. It also reduces the upkeep cost.

C—Handles straight or shaped work equally well.

D—Makes right or left-hand bunches without changing machine.

E—Adapted for use in conjunction with automatic rolling machines.

F—Uniform size, shape and weight of bunches assured.

G—A very substantial saving in labor and stock costs.

H—Handles large-size or mixed-cut scrap of unequal sizes, also shredded or threshed scrap.

I—Damp or dry tobacco handled with equally good results.

J—Low cost of upkeep; does not easily get out of order.

K—The easily adjustable weighing scale meets all requirements as to changes in sizes and weather conditions.

L—Automatically removes foreign substances from the tobacco such as thread, feathers, etc.

M—Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

THE Model L Scrap Bunch Machine is now being made with (or without) Binder Suction Table and with (or without) individual, direct-connected, motor-driven suction fan. This new feature holds the binder flat against the rolling apron, thereby assuring smoother and more perfectly rolled bunches. It also effects a saving of binders because smaller binders can be used.

The Model L Machine which is hanging up records of 4,500 to 5,000 perfect scrap bunches a day, is now equipped with the latest type of friction clutch and emergency stop. This causes the machine to run more smoothly and permits stopping of the machine at any point in its operation. It also reduces the upkeep cost of the machine.

Whether yours is a large or small factory, if you make scrap cigars, you can not afford to be without the Model L Scrap Bunch Machine. It will help you meet competition by increasing your output and reducing your production costs.

Write for illustrated price folder and complete Model L information

The price of the Model L Universal Scrap Bunch Machine equipped with Folding Chair, Drive Equipment and 1/6 H. P. motor is

$850

Convenient Time Payment Terms

With Binder Suction Table . . . . $50. extra
With Individual, direct-connected, motor-driven suction Fan . . $75. extra

Prices F. O. B. Factory, Newark, N. J., U. S. A.

UNIVERSAL TOBACCO MACHINE CO., 40 East 34th Street, New York

PHILADELPHIA.

THIEVES STEAL $20,000 IN FAGS

EARLY last Friday morning six armed bandits entered the Liggett & Myers Tobacco Company warehouse at Third and Ontario Streets here and escaped with cigarettes valued at between $20,000 and $25,000, taking the loot away in two of the company trucks.

According to the watchman the bandits entered through the office and he had no intimation of their presence until he felt the pressure of a revolver against the back of his neck. The engineer was treated in the same manner and each was forced to perform his regular duties for five hours while four of the bandits loaded the two trucks with cigarettes.

At 5 A. M. the watchman and engineer were bound and gagged and left in the engine room while the bandits drove calmly away from the building without exciting any suspicion.

The watchman was finally able to free himself and immediately telephoned to the police and the license numbers of the two trucks were immediately sent to all nearby points but no trace of the merchandise has been found.

LARGE CARGO OF HAVANA RECEIVED

Last week the steamer "Snd Atlantico" arrived at the port of Philadelphia with one hundred tons of Havana tobacco included in its cargo to be unloaded here. Dichmann, Wright & Pugh are the shipping agents in charge of the vessel and they reported that this shipment is a forerunner of additional importations of this kind from Havana.

"SIR WALTER RALEIGH" MEN HERE

Representatives of the Brown & Williamson Tobacco Corporation, of Winston-Salem and Louisville, have been covering the city during the past two weeks placing "Sir Walter Raleigh" smoking tobacco.

They have apparently met with considerable success, as this brand of smoking tobacco can now be found in most of the good retail stores about town.

DUISBERG MOVES

H. Duisberg and Company, formerly located on North Fourth Street, have leased the store at 114 South Second Street, where they are manufacturing and conducting a retail store for their brands.

HYMAN VALENCHICK DEAD

HYMAN VALENCHICK, member of the firm of Valenchick Brothers, leaf tobacco dealers, of North Third Street, passed away at his home on October 14th, following an illness of some months. His death was due to heart disease.

Mr. Valenchick was associated with the tobacco industry for approximately thirty-nine years, having been connected with the leaf tobacco industry for twenty-nine years and prior to that time he was a cigar manufacturer.

Mr. Valenchick was one of the founders of the West Philadelphia Jewish Community Center, a member of Bialistock Lodge No. 379, I. O. B. A., and B. F. Miller Bial. Lodge, I. O. B. S.

Funeral services were held on Tuesday, October 16th, at his late residence, 5847 Larchwood Avenue, with further services and viewing at the West Philadelphia Jewish Community Center at Sixty-third and Ludlow Streets. Interment was in Har Nebo Cemetery.

He was sixty years old and is survived by his widow, Mrs. Sarah B. Valenchick; three daughters, Mrs. Samuel Simkins, Mrs. Laura Hendler and Mrs. Morris L. Senn; one son, Louis A. Valenchick; one brother, Samuel Valenchick, and one sister, Mrs. H. Harris.

BAYUK EARNINGS INCREASE

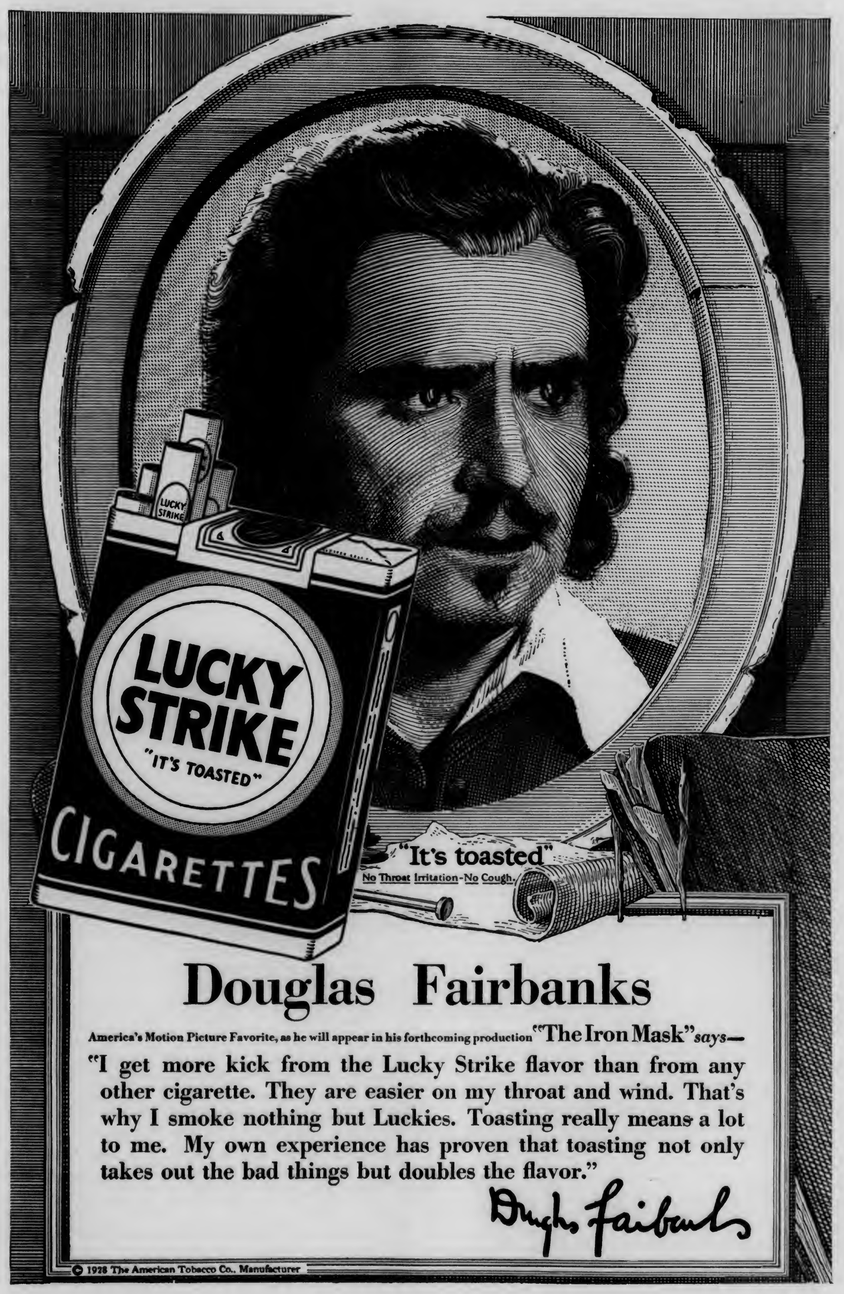
Bayuk Cigars, Inc., report net earnings for the three months ending September 30th, after deducting charges, including Federal taxes, of $407,555, which is an increase of $27,458 over the same period of 1927. Net earnings for the first nine months of 1928 amount to $1,102,826, an increase of $67,795 over the same period of 1927.

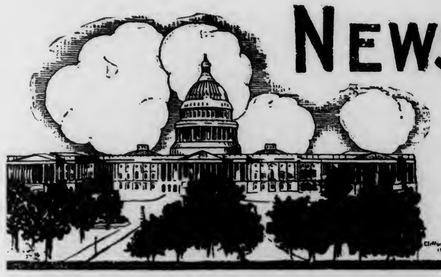
CONGRESS EARNINGS INCREASE

Congress Cigar Company reports net earnings, after charges, including Federal taxes, for the quarter ending September 30th, of $785,636, which is an increase of $48,438 over the corresponding period of 1927.

EISENLOHR NAME TO BE CHANGED

At the meeting of the stockholders of Otto Eisenlohr & Brothers, Inc., called for December 15th, the stockholders will be asked to ratify a change in the name of the firm to Webster Eisenlohr Cigar Company.


LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES
"It's toasted"
No Throat Irritation—No Cough.
Douglas Fairbanks
America's Motion Picture Favorite, as he will appear in his forthcoming production "The Iron Mask" says—
"I get more kick from the Lucky Strike flavor than from any other cigarette. They are easier on my throat and wind. That's why I smoke nothing but Luckies. Toasting really means a lot to me. My own experience has proven that toasting not only takes out the bad things but doubles the flavor."
Douglas Fairbanks
© 1928 The American Tobacco Co., Manufacturer



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

DECISION of the Circuit Court of Appeals for the First Circuit, holding valid the present Porto Rican law designed to protect tobacco products of the island from fraud by setting up a guarantee supported by taxes levied on tobacco, was affirmed in effect by the United States Supreme Court, October 22, when it refused a petition of the Porto Rican American Tobacco Company of Porto Rico for a review of the decision, rendered in its suit against Juan G. Gallardo, as Treasurer of Porto Rico.

The law was enacted after the courts had held previous legislation along the same line invalid, and suit was brought by the tobacco company to test the validity of the present statute. The company contended that the law is invalid because no inspection service is either prescribed by the act or actually made or rendered and that it serves no legitimate purpose of regulation, and also that the Legislature knew that receipts under the act would be largely in excess of the legitimate costs of inspection and that the so-called inspection fee unlawfully burdens interstate commerce and because of this revenue feature the act violates the provisions of the Organic Act as to duplicity of subject by comprehending the two subjects, inspection and revenue.

The law had its beginning in an act approved in 1910, which set up a system of guaranty stamps, to go into effect upon proclamation by the Governor. The Governor failing to issue the proclamation, that feature of the act was amended in 1911 and it was provided that the law should go into effect January 1, 1913.

In 1912, the effective date was postponed one year, and in 1913 the act was repealed without ever having been put into operation. It was reenacted in 1915, to go into effect July 1, 1916, and in 1917 the law was amended by imposing charges on cigars and leaf tobacco.

Validity of the law was questioned immediately and the Porto Rican courts held it invalid in 1919. In 1921 the legislature repealed the law and enacted a substitute, which was attacked likewise, but the suit was abated because of amendments made in 1925. The amended law was attacked by American Cigar Company, which obtained a permanent injunction in August, 1926. In 1927, certain parts of the act were further amended, the present suit being directed against this law.

Imports of Tobacco Into Philippines To Be Taxed Same As In U. S.

A bill amending the Philippine tariff law so as to impose upon manufactured or unmanufactured tobacco the same rates of duty when imported into the Philippine Islands as are imposed when imported into the United States has been passed by the Philippine Legislature and approved by the Governor, according to a cable to the War Department from Governor General Stimson.

Under the terms of the bill tobacco, manufactured or unmanufactured, is to be dutiable at "the same rates as the rates of import duty from time to time imposed upon tobacco in like forms when imported into the United States, provided that the duty to be collected on imported tobacco whether manufactured or unmanufactured shall in no cases be less than the duty provided by the Philippine Tariff Act approved by Congress August 5, 1909."

It has been feared by some in the United States that the free trade existing between the United States and the Philippines might cause loss to American producers of tobacco, in that Sumatra tobacco might find its way into the Philippines at a lower rate of duty than the American tariff and thereafter be imported free into the United States. This situation is cared for under the new legislation, which is so drawn as automatically to prevent any possibility of loss in the future as the Philippine tariff on tobacco will automatically follow the American tariff in cases the latter should be raised.

Tobacco Chains Meeting Strong Competition in New England

Despite the stronghold tobacco chain stores in New England have upon tobacco sales in that section of the country, they are meeting strong competition from department stores and from grocery chain outlets, it is disclosed by a commercial survey of New England just completed by the Domestic Commerce Division of the Department of Commerce. New England has approximately ninety-two chain cigar outlets and a number of tobacco chain agencies in the smaller towns.

In addition to sales of tobacco, it was found by the survey, cigar chains have, in recent years, acquired quite a side line of merchandise, including candy, clocks, watches, shaving accessories, writing paper, fountain pens, pencils, wallets, key rings, playing cards, poker chips, and a number of other articles.

Department of Justice Instituted Eighteen New Cases Last Year for Violation of Anti-Trust Law

Eighteen new cases were instituted by the Department of Justice under the anti-trust laws during the fiscal year ended June 30 last, according to a statement

(*Continued on Page 12*)

H A V E A C A M E L

On pleasure's trail

Mellow, mild, friendly, refreshing . . . Camels express the true essence of companionship. Pleasure-trails lead direct to

CAMELS

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

L. K. LIGGETT SAYS CHAIN STORE IS NOT NECESSARILY THE BEST FORM OF MERCHANDISING

IN an article by Louis K. Liggett, president of the United Drug Company, recently published in the Executive Service Bulletin, published by the Metropolitan Life Insurance Company, Mr. Liggett states the chain store is essentially an improved method of merchandising; although it would be rash for us to assert that it is necessarily the best form of merchandising.

He says: "It is interesting, although it may be futile, to speculate on the future development of the chain store. There are always hidden factors which appear at some future time upsetting our most careful calculations in respect to the growth of any new and untried institution. . . .

"In an article in a recent *Harper's*, Professor C. A. Beard makes the point that the industrial revolution appears to be still in its infancy and that we can find in history no clinical data from which to determine the probable extent and effect of a machine age. Nations, like patients in a hospital, sometimes have symptoms which can be compared with the symptoms of earlier cases and, if we have accurate records of death or recovery from those symptoms in earlier cases, we may predict death or recovery from the same symptoms today.

"As Professor Beard points out, we have no record of the effect of an industrial revolution upon any nation. The growth of a young and vigorous industry, like the automobile industry, seems to be healthy enough from an economic and political point of view and there appears to be no cause for uneasiness concerning it. Chain store development is itself a part of the industrial revolution and, for the most part, its trend must inevitably be along the same lines as all our other highly efficient modern institutions in which men collectively surpass the efforts of men individually. Perhaps the descendants of those who could see only harm and disaster in the discarding of hand looms would be able to see only disaster in any of our industrial progress, even today.

"We think it may be taken as a self-evident fact, however, that improved methods of doing things must have as a net economic result *benefit* rather than *harm*. To refer to Silas Marner, certainly resulting cheapness and increased quantities of textiles followed directly as a vast benefit from the increased efficiency which rendered the hand-loom obsolete. There were many who would have prevented the development of weaving machinery just as today there are many who would outlaw the chain store; but there probably is not a person today who would be willing to go back to utter dependency on hand weavers. Our hindsight is much better than our foresight.

"The chain store is essentially an improved method of merchandising; although it would be rash for us to assert that it is necessarily the best form of merchandising. There are certain advantages which the small independent merchant will always have over the large organization. He can inject his own personality into his business. John Wanamaker and Marshall Field are conspicuous examples of independent merchants who have done so. Each of us knows in his own community one or more merchants who attract customers from long distances because of their own peculiar points of superiority in merchandising. These merchants have little to fear from chain stores.

"There are, of course, certain elements of strength possessed by a national chain store system which are denied to independent merchants. For illustration, if a chain store system covers both Colorado and Florida, an economic depression resulting from poor crops in Colorado may be offset by unusual prosperity in Florida. Yet if the chain store is actually losing money in the depressed area so that it has to divert funds to that point in order to carry on its business, for the time being, it is not in a position essentially different from the sound local retail merchant who borrows from his bank in times of necessity and pays back his loans in times of prosperity. A sound, well-conducted business whether local or national in scope, can average times of depression against times of plenty.

In quantity-buying, the chain stores have an advantage which is generally over-estimated. There are many retail merchants who, in order to get a few dollars in quantity discounts, will heavily overstock themselves on certain lines. When they do this, they lose interest on their investment plus depreciation during all the time that they carry their overstock. If the overstock happens to consist of women's coats of a fashion which will become unsalable in a few months, or if it consists of a patent medcine for which the public has only a momentary fancy, the merchant who is overstocked may suffer a heavy loss through obsolescence.

"Many dealers are penny wise and pound foolish in respect to quantity discounts. They grossly overestimate the value of quantity buying. If they would purchase only their present needs, sell out as quickly as possible, and reorder new stock, they would serve the public better and make more profit for themselves. It is the ability to turn goods quickly into cash at a fair profit which makes for success in merchandising. The chain stores have learned this lesson, which is shown by their going after volume, rather than high retail prices, and they carefully seek to avoid overstocking in any commodity.

"Perhaps principally in the element of good will the chain store has a distinct advantage. The development of a customer's good will in one locality may be retained even after the customer's removal to a different locality. For illustration, if a chain store makes friends in Chicago who remove to New York, they may still be its customers. Each system of chain stores usually has more or less of a standardized general policy so that people trading with one of its stores are able to feel somewhat acquainted with any of its other stores.

"Economically speaking, it seems certain that the public will be best off when it supports no more retail merchants than are needed for its adequate service. The tendency in all fields of merchandising seems to be toward consolidation. Whether the trend of retail merchandising is toward complete consolidation into chain department stores cannot yet be foretold. Whether such a system would bring us benefits commensurable with those of the machine age is likewise a subject for individual speculation since none of us, with any appreciable accuracy, can see far enough into the future to answer such questions."

MacANDREWS AND FORBES EARNINGS

MacAndrews and Forbes, licorice manufacturers, of Camden, N. J., report net income for the three months ending September 30th of $347,558, a gain of $35,809 over the corresponding period of last year. Net income for the first nine months of 1928 was $981,200, a decrease of $9239 from 1927.

"I'm solid for Chesterfield"

This is one of a series of "ads" running in the principal daily newspapers of every state.

READ IT

There is no double meaning, no half-truth, no false note in what we say, for to us, signing an advertisement differs in no way from signing a contract.

Liggett & Myers Tobacco Co.

Mild enough for anybody . . . and yet they Satisfy*

*A PLAIN, unvarnished statement of fact: "Mild enough for anybody and yet they satisfy."

If you will light a Chesterfield and smoke it critically you will find no hint of harshness, but a certain mildness, with a rich, wholesome flavor.

Chesterfields satisfy without being harsh. They're mild without being insipid or tasteless.

Liggett & Myers Tobacco Co.

News from Congress

(Continued from page 8)

just issued by the department. During the year 14 cases were finally determined, leaving 26 cases pending on July 1 last.

Only six of the cases instituted during the year were criminal, the remaining 12 being civil, the latter involving restraints of trade in various commodities. Similarly, of the 14 cases terminated, five were criminal and nine civil, this group including restraints or monopolization of interstate trade and commerce involving a number of commodities.

In addition to the cases handled during the year, the department was active in investigating a large number of proposed mergers into which, as a matter of routine, it makes inquiry with a view to determining whether the proposed amalgamations will be violative of the Federal laws. Where it is found that violation of the law might result from the merger, that fact is communicated to the parties involved, with the result that usually the proposal is dropped.

Freight Loss and Damage Claims Less

Claims paid by American railroad companies for loss and damage of shipments in transit during the first six months of 1928 were lower than for any corresponding period in recent years, according to figures just made public by the American Railway Association.

Damage and loss claims paid during the first half of the year totaled $18,834,897 as compared with $19,820,823 during the same period a year ago and $19,084,004 in 1926. Of the sixteen most important causes of loss and damage claims, eleven reflected reductions under the corresponding period in 1927.

Continued increase in operating efficiency by the railroads of the country and the speeding up of freight movement, thereby minimizing loss and damage claims growing out of delay, contributed markedly to the reduction in the amount paid for such claims, which showed a drop of $488,141 this year from the $1,495,625 paid in 1927. Reductions were also reported for the six months period in the amount of loss and damage claims growing out of robbery of freight.

In addition to the reduction effected in the amount of claims, adjustments are being made with the greatest promptness ever achieved, it is claimed by the association.

NATIONAL ADVERTISING FIRMS COMBINE

According to a recent announcement, the George Batten Company, Inc., and Barton, Durstine and Osborn, Inc., of New York City, and also two of the largest national advertising agencies in the country, have been consolidated. Both of these agencies have handled several very successful advertising campaigns for prominent tobacco companies.

Bruce Barton, president of the latter firm, is to be chairman of the board of directors of the newly formed consolidation, and William H. John, former president of the Batten Company, will become president of the consolidation. Roy S. Durstine, secretary and treasurer of Barton, Durstine and Osborn, Inc., will become vice-president and general manager. The consolidation will be known as Batten, Barton, Durstine and Osborn, Inc. The branch offices of the two firms will also be consolidated in Chicago, Buffalo and Boston.

NUMBER OF CIGAR FACTORIES DECREASING

ACCORDING to figures published in Bulletin No. 163, just issued by the Department of Commerce, the number of cigar factories in the United States on January 1, 1927, was 8427, while the number in operation on January 1, 1926, was 8533, or a decrease of 106 cigar factories during that year, and it is pretty safe to surmise that the same rate of decrease has held during the period from January 1, 1927, to the present time.

On January 1, 1927, the total number of tobacco factories in the United States was 9989, of which 8427 manufactured cigars, 139 manufactured cigarettes, and 1423 manufactured chewing and smoking tobacco and snuff.

New York State leads in the total number of tobacco manufacturing concerns, with Pennsylvania in second place, followed by Illinois, Ohio and Wisconsin in the order named.

In addition to the total number of factories operated as stated above, which come under the jurisdiction of the Bureau of Internal Revenue, there were during 1927 eight bonded manufacturing warehouses of class 6 which were operated under the jurisdiction of the Bureau of Customs. Of these, five were engaged in the manufacture of cigars, two in the manufacture of cigarettes, and one in the manufacture of tobacco.

The cigarette output of all registered factories and bonded manufacturing warehouses in the United States in 1927 was approximately 105,000,000,000. During that year there were exported 7,093,039,000 cigarettes, thus leaving approximately 98,000,000,000 for consumption in the United States. This number does not take into consideration those made by the smoker from loose tobacco, of which no data are available.

The first district of Pennsylvania leads in the manufacture of cigars, followed by Florida, fifth New Jersey, Virginia, twelfth Pennsylvania, first Michigan, third New York, Maryland, and tenth Ohio. No other district showed a production of as many as 200,000,000 cigars for the calendar year 1926.

The State of North Carolina leads in the production of cigarettes with 53,000,000,000, followed by Virginia with over 15,600,000,000, New York with over 7,600,000,000, and New Jersey with over 6,600,000,000. 6,714,633,160 cigarettes were made in 1926 in bonded manufacturing warehouses in the customs district of Virginia.

First Missouri and North Carolina districts account for most of the plug tobacco manufactured; First Missouri, Kentucky, Tennessee, for twist; First Illinois, First Michigan, and First Ohio, for fine cut; North Carolina, First Ohio, Kentucky, First Illinois, Tenth Ohio, Virginia, and First Michigan, for smoking tobacco; and Tennessee, First Illinois, and Fifth New Jersey, for snuff.

The manufacture of cigars and smoking tobacco is generally distributed throughout the country, while the other branches of the trade are more or less restricted to special localities.

More than two-thirds of the total production of cigars in Florida was intended to retail at more than eight cents each. On the other hand, about 94 per cent. of the total production of Virginia was intended to retail at not more than five cents each. West Virginia, and the Twenty-third district of Pennsylvania, the home of the "stogie," also show a very large percentage of the total production intended to retail at five cents or less.

TOBACCO SALES IN PORTO RICO

THREE large tobacco sales were recorded in Porto Rico during the week ending October 13, according to information received by the Tobacco Section of the Department of Commerce from Rolland Welch, office of the Trade Commissioner in San Juan. The sales totaled 820,000 pounds of the 1928 crop and most of it will replace stocks lost by the hurricane of September 13 or subsequent fires.

Besides these private sales, a number of auctions were held during the week for the sale of tobacco damaged by torrential rains accompanying the hurricane. How much of the damaged tobacco moved in these sales is not known, but it is said that buyers have been showing more interest in this than in undamaged stock. Many of the sales were conducted by insurance underwriters. Additional auction sales are expected to be held during the coming week.

No large sales of good tobacco are pending so far as is known; but stocks reduced by losses in the hurricane and fires were further reduced by nearly 1,000,000 pounds by the sales of the past week, and with less total stock on hand the market seems somewhat stronger.

The largest sale of the week was 400,000 pounds sold by the Tobacco Growers Cooperative Association from the Cidras pool. This brought around 32 cents a pound. The Tobacco Growers Association sold 170,000 pounds of the Utuado pool at about 35 cents. This does not reflect any particular increase in tobacco prices as a result of losses by hurricane and fires, since tobacco was bringing between 30 and 35 cents beforehand and officials of the Association say they would not have sold it at less even if there had been no hurricane and fire loss to stocks.

The third sale of the week was 150,000 pounds at Ciales. This was held outside of the cooperative association. The price is not known.

Estimates of stocks of "unsold" tobacco still on hand (that held by growers or brokers for sale to manufacturers) still vary greatly. The most conservative estimates of present stocks of this classification are between 5,200,000 to 6,700,000 pounds; some estimates run as low as 3,700,000 pounds and a few others as high as 8,000,000 pounds. This does not include stocks of tobacco held by manufacturers.

JOHN FRY DIES

John D. Fry, well-known cigar manufacturer and poultry fancier, of Yorkanna, Pa., took his own life on October 15th at his home by shooting himself through the right temple with a revolver. His body was not found until some hours after a shot was heard because it was said his wife was afraid to investigate after hearing the shot.

Mr. Fry was fifty-four years old and was said to be financially independent. No motive could be given for his act.

He is survived by his widow, four sons, four daughters, one sister, and fourteen grandchildren.

In the amount of tobacco taxes collected, North Carolina leads all other States, being followed in order named by Virginia, New York, New Jersey, Pennsylvania, California, Ohio and Missouri. No other State showed as much as $10,000,000.

POSTMASTER
CIGAR

For a rapid fire sale and big turnover it pays to keep this popular 2 for 5¢ cigar on the counter. P. Lorillard Co., Inc., 119 West 40th St., New York

TOBACCO TRADE ORGANIZATIONS

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WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
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Headquarters, 341 Madison Ave., New York City

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PHILIPPINE ISLANDS—DIFFERENTIAL IN CUSTOMS DUTY ON SUMATRA TO BE ELIMINATED

AT last the twenty-five cent differential in duty between the rate paid on Sumatra imports into the United States and that paid on like imports into the Philippine Islands is to be eliminated.

It will be recalled that while the duty on imported wrappers coming into the United States was raised by the last Tariff Act from $1.85 per pound to $2.10 per pound, the old duty of $1.85, under the Philippine Tariff Act, remained unchanged, thus giving the Philippine cigar manufacturers an advantage to the extent of twenty-five cents per pound on Sumatra wrappers.

This differential has been the cause of a great deal of concern to American cigar manufacturers, and considerable correspondence has been carried on with Philippine officials in that regard, with the result that a new bill has just been passed by the Philippine Legislature, providing in effect that the customs duty to be paid in the Philippine Islands on imported tobacco, among other things, shall equal the customs duties paid thereon in the United States.

Thus, under this new act, which awaits only the signature of the President of the United States to become law, the duty on imported Sumatra in the Philippine Islands will be raised to $2.10 per pound, the amount paid in this country.

TOBACCO MERCHANTS ASSOCIATION OF THE U. S.

CUMBERLAND OPENS PLANT IN KENTUCKY

A new cigar factory, under the management of H. I. Griggs, has been opened in Middlesboro, Ky., at 216 Lothbury Avenue, by the Cumberland Cigar Company, and "Kentucky Colts" and "Sweet Kiss" five-cent cigars are being manufactured there. Later a ten-cent brand will be added.

Mr. Griggs was formerly located in Evarts, Ky., where he had worked up a good trade on his brands, but had been contemplating moving to Middlesboro for some time.

Mr. Griggs has had twenty years' experience in the cigar industry, having spent some years in La Grange, Ga., and also having been associated with the Hav-A-Tampa Cigar Company at one time for several years.

The jobbers in Middlesboro have all taken on his brands, which Mr. Griggs believes are as good as the best which sell in the five-cent class.

UNITED CIGAR STORES COMPANY BUYS INTEREST IN SODA FOUNTAIN EQUIPMENT CONCERN

Stockholders of the Bastian Blessing Company, manufacturers of soda fountain equipment, will be asked at a special meeting on October 26th to authorize the increasing of the common stock of the company from 107,500 shares to 127,900 shares. A large part of this increase in capital stock it is understood will be taken up by the United Cigar Stores Company, and the proceeds from the sale of the stock will be used to redeem five thousand shares of preferred stock as of January 1, 1929.

It is also understood that the United Cigar Stores Company will purchase all of their soda fountain equipment from the Blessing Company for a period of ten years.

TOBACCO TAX SUGGESTED IN UTAH

JOHN WALKER, State Treasurer of Utah, recently issued a statement wherein he advocated the amendment of the State law levying a tax on the sale of cigarettes to extend the levy to cover all forms of tobacco and tobacco products sold within the State.

In suggesting such an amendment, Mr. Walker sees a feasible means of providing revenue sufficient to meet the needs for expanding the State's institutional facilities.

In his statement Mr. Walker declared that the State must devise means of increasing revenue other than through increased general property taxes if it is to continue to maintain its public institutions on a high standard, and meet the growing demands made on them.

Public sentiment has been crystallized against any increase in tax levies on general property, and, so far as the State is concerned, these levies have already reached their maximum, he pointed out. In his opinion the only resource is to turn to some form of special taxation.

The simplest and most effective means would be through an amendment to the cigarette law now in force. This law is no longer regarded merely as a temporary measure of raising revenue, and since its enactment in Utah, eleven other States have put similar taxes into effect.

Some include within their scope all forms of tobacco, and are based on sales by the wholesaler or the jobber. The tax is about 10 per cent. in most instances, and the revenue is collected from the wholesaler or the jobber instead of the retailer. The wholesaler or jobber is allowed a 10 per cent. charge for the collection of this tax.

Such a law would increase by two or three times the revenue now raised in the State on cigarettes alone, Mr. Walker declares. This has been the experience in other States.

He would also provide for heavier penalties for violation of the law, and he proposes such penalties as are in effect in Alabama, where violators are liable to the extent of $1000 fine, and from one to ten years in prison.

The present tax on cigarettes in Utah is $1 a thousand, and with the revenue which the new levy would provide the State could build and maintain a home for the feeble-minded and have left for the general fund as much money as it now receives from the cigarette tax alone. If desired, Mr. Walker points out, the State could issue bonds to provide for building the institutions, and the payments of interest and sinking funds could be made from such a tobacco tax.

VENDING MACHINE LITIGATION IN LOS ANGELES DROPPED TEMPORARILY

Litigation over enforcement of the recently passed vending machine ordinance, in Los Angeles, has been dropped temporarily by Mr. Peterson, who is the owner of the machines, and who had applied for an injunction to restrain the police from interfering with the operation of his devices, on the ground that the ordinance was discriminatory and, therefore, unconstitutional.

The judge of the court expressed the opinion that a decision, if rendered, would be of practically no value so it was decided to drop the action by mutual consent. It is anticipated that a ruling will be sought through the arrest of a violator of the ordinance.

CIGAR PRODUCTION SHOWS ALARMING DECREASE FOR SEPTEMBER

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of September, 1928, and are issued by the Bureau. (Figures for September, 1928, are subject to revision until published in the annual report):

Products	*September, 1927*	*September, 1928*
Cigars (large):		
Class A ..... No.	310,566,175	299,215,560
Class B ..... No.	70,670,466	56,468,980
Class C ..... No.	239,895,034	216,188,658
Class D ..... No.	15,603,953	12,416,896
Class E ..... No.	2,623,466	1,976,420
Total	639,359,094	586,266,514
Cigars (small) ..... No.	33,797,000	36,167,626
Cigarettes (large) ..... No.	958,159	1,150,833
Cigarettes (small) .... No.	8,994,415,980	9,126,270,696
Snuff, manufactured ... lbs.	3,641,355	3,193,977
Tobacco, manufactured. lbs.	31,031,347	28,595,140

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplement to the September Statement of Tax-Paid Products

Tax-paid products from Porto Rico for the month of September:

Products	*September, 1927*	*September, 1928*
Cigars (large):		
Class A ..... No.	9,700,250	9,205,300
Class B ..... No.	175,100	681,500
Class C ..... No.	1,286,000	2,512,050
Class D ..... No.	6,000	1,200
Total	11,167,350	12,400,050
Cigars (small) ..... No.	.....	1,000,000
Cigarettes (large) ..... No.	325,000	500,000
Cigarettes (small) ..... No.	66,000	150,000

Tax-paid products from the Philippine Islands for the month of September:

Products	*September, 1927*	*September, 1928*
Cigars (large):		
Class A ..... No.	17,270,220	17,524,795
Class B ..... No.	411,660	387,330
Class C ..... No.	160,312	96,936
Class D ..... No.	.....	526
Class E ..... No.	70	3,710
Total	17,842,262	18,013,297
Cigarettes (small) ..... No.	212,150	545,800
Tobacco, manufactured. lbs.	50	49

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Supplement to the September Statement of Internal Revenue Collections

Objects of Taxation	*September 1927*	*September 1928*
Tobacco manufactures:		
Cigars	2,294,939.93	2,071,003.96
Cigarettes	26,990,792.86	27,388,735.49
Snuff	655,443.87	574,915.99
Tobacco, chewing and smoking	5,585,804.60	5,147,338.79

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

MEN WHO SMOKE AND GUARD THEIR HEALTH SMOKE CIGARS

It took La Palina to develop a real "reason-why" idea for Cigar Advertising (in newspapers everywhere). And what's BEST for the largest selling high grade cigar in America is GOOD for the whole Industry.

Are you getting your share of the increased returns?

Soon it will be away "over a Million a Day."

CONGRESS CIGAR CO., Inc., Philadelphia, Pa.

LA PALINA

CIGAR

FALL BUSINESS TO BE EXCELLENT

ACCORDING to the discussion of the business outlook for the fall and winter months, by the National Bank of Commerce, New York City,

"One of the most active seasons of fall and winter business that the country has ever known is now under way. Exceptionally high rates of production in numerous lines of industry, better employment, an abundant crop outturn, the rising volume of railroad traffic which is at last outtopping the high figures of two years ago, the quickening of retail trade—these form the background of the reasonably high level of current prosperity.

"Particularly worth noting is the turn for the better which the major textile industries now seem to be making. Since July the demand for cotton piece goods has been gaining steadily. Sales by the mills in September set a new high record, exceeding production by over 50 per cent. As a result there was some improvement in the carryover of stocks, which are still very heavy, however, and a large increase in unfilled orders. Demand thus far in October has been good and there is reason to believe that it will continue to hold up. If present plans for restricted production are carried through, this betterment in demand should materially aid the cotton-goods mills in working themselves over onto a sound basis. Rayon, though never in the difficulties of the cotton branch of the industry, is sharing fully in the revival of textile demand. Silk manufacturers have continued operating at a high level of capacity—too high for profitable business, as they are pressed by rising raw silk values on one hand and by the necessity of marketing a heavy volume of output at a price, on the other. Improved demand for wool goods did not begin to make itself felt until mid-September, when cool weather suddenly brought buyers into the market with orders for quick delivery on fall goods. Mills have been operating close to actual demand; and the difficulty buyers found in trying to fill rush orders, coupled with the good outlook for fall and winter business, is likely to bring in spring commitments in larger volume.

"While the textiles show some encouraging signs of recovery after protracted depression, it is in the great group of industries centering about steel that prosperity is being fully experienced. Automotive output was continued into October at close to capacity rates, with perhaps less than the usual seasonal curtailment in prospect. Farm implement production is increasing, machine tool demand is well sustained, there has been no let-down in structural steel requirements and railroad buying is expanding. September steel production was at a rate comparable with the record-breaking output of last April, but despite heavy shipments, orders on the books were increased. The current activity and strengthened price structure is in striking contrast to the sluggish trend of a year ago, and October is likely to be the high month of the year in both output and shipments.

"Improvement in the livestock outlook for the current season is a helpful offset to the somewhat low values which farmers are getting for the abundant cash crops harvested in 1928. Fruit growers in nearly every section have had yields too generous for altogether satisfactory prices. Cotton likewise has enjoyed a yield larger than last year's, but the market situation has responded to recent weather damage and the returns to the growers promise to be satisfactory."

N. C. L. T. A. RENEWS DRIVE ON CAPPER-KELLY BILL

AN ENERGETIC drive has been started by a number of important trade associations under the leadership of the National Cigar Leaf Tobacco Association to secure the final passage of the Capper-Kelly price protection bill during the coming short session of Congress. This measure legalizes voluntary contracts between manufacturers and wholesalers of trade-marked or otherwise identified merchandise and their distributors for the maintenance of resale prices.

The trade organizations taking part in this movement include in their membership many thousand manufacturers, jobbers and retailers. In view of the fact that every member of the House of Representatives and one-third of the members of the Senate are standing for re-election November 6 and are now appealing to their constituents for support, the members of these associations are taking advantage of the psychological moment to ask their representatives in Congress to pledge themselves to vote for the Capper-Kelly bill and to do everything in their power to expedite its passage. A goodly number of Congressmen have already been seen by their constituents and have promised their assistance in securing early action on this most desirable legislation.

In discussing the outlook for the passage of this measure, William L. Crounse, Washington representative of the National Cigar Leaf Tobacco Association, says:

"Never before in the ten years that similar measures have been before Congress has the outlook for favorable action been so encouraging. After a long parliamentary battle the Capper-Kelly bill was favorably reported from subcommittee in the Committee on Interstate and Foreign Commerce just before Congress adjourned last May. It is, therefore, the 'unfinished business' before the full committee and at a single meeting, and upon a single ballot, it may be sent to the house with a favorable recommendation.

"During the last session of Congress the Federal Trade Commission undertook an investigation of the subject of price protection and the desirability of the enactment of the Capper-Kelly bill as a remedy for evils which the Commission has found to exist growing out of predatory price cutting. Within the past week the Commission has announced that owing to the splendid co-operation which the manufacturers and merchants of the country have provided, a vast amount of valuable information has been secured in reply to the Commission's questionnaires and the Commission's final report is now being completed with the expectation that it will be ready for presentation to Congress when that body meets in December. We all feel confident that the report will be favorable and there can be no doubt that it will be very helpful in securing action on this much-desired legislation. Congress is looking to the Commission for advice and a report favoring the passage of a price-protection measure will go a long way toward relieving any remaining doubts as to the propriety of the proposed law.

"No trade has been subjected to more demoralizing influences by the price-cutting abuse than that engaged in the manufacture, wholesaling and retailing of cigars, cigarettes and other tobacco products. The Capper-Kelly bill will provide a far-reaching remedy

(Continued on page 18)

LESS LEAF TOBACCO HELD BY MANUFACTURERS AND DEALERS

THESE statistics represent the quantity of leaf tobacco reported as held (1) by manufacturers who manufactured during the preceding calendar year more than 50,000 pounds of tobacco, 250,000 cigars, or 1,000,000 cigarettes; (2) by all registered dealers in leaf tobacco; and (3) all imported leaf tobacco in United States bonded warehouses and bonded manufacturing warehouses:

Types	*Pounds of Leaf Tobacco on Hand October 1,*	
	1928	*1927*
Aggregate*	1,681,999,778	1,806,747,105
Chewing, smoking, snuff and export types: Total	1,275,638,915	1,376,270,563
Burley	347,827,051	451,251,369
Dark Dist. of Ky and Tenn.: Total	185,712,682	259,296,106
Dark fired of Clarksville, Hopkinsville and Paducah Dists.	114,119,962	161,938,615
Henderson	4,583,294	7,242,279
Green River	40,126,993	48,447,288
One Sucker	26,882,433	41,667,924
Virginia Sun Cured	5,051,616	5,924,775
Virginia Dark	49,039,721	56,145,915
Bright Yellow Dist. of Va., N. C., S. C., and Ga.	661,817,092	580,670,434
Maryland	25,132,122	21,899,275
Eastern Ohio Export	984,572	945,576
All other domestic, including Perique-Louisiana	74,059	137,113
Cigar types: Total	308,707,455	335,198,454
New England, including Connecticut: Total	75,160,370	86,608,861
Broad leaf	31,440,629	37,709,398
Havana seed	36,905,223	42,407,514
Shade grown	6,814,518	6,491,949
New York	2,279,047	3,196,370
Pennsylvania	84,648,679	84,067,023
Ohio	46,874,836	56,773,859
Wisconsin	72,548,264	83,055,092
Georgia and Florida	7,081,219	4,879,477
Porto Rico	20,066,919	16,588,077
All other domestic	48,121	29,695
Imported types	97,653,408	95,278,088
Reported as:		
Marked weight (*i. e.*, weight at time packed)*	1,357,602,626	1,458,328,987
Actual weight	324,397,152	348,418,118
Unstemmed	1,462,910,920	1,626,541,427
Stemmed	219,088,858	180,205,678

*Allowance should be made for shrinkage on the amounts for which "Marked weight" was reported, in order to ascertain the actual weight.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

HAVING LOCATED IN DALLAS, TEXAS, WOULD LIKE TO hear from Cigar Factories making Class C and up, requiring representation in this live State with its many growing cities. Must be exceptionally high class merchandise, because the "Big Boys" are certainly after the business down here too, and goods must be attractive propositions to even get a hearing with the better class jobbers.

Would also like Specialties suitable for carrying with cigars as side line. What have you? Address John H. Baker, 3400 Cole Avenue, Dallas, Texas.

WE ARE IN A POSITION TO HANDLE A FEW MORE JOBBERS on our own. or private brands—Class C. C. O. Benner Cigar Company, Trumbauersville, Bucks County, Pa. Cigar manufacturers since 1893.

POSITION WANTED

STRIPPER FOREMAN DESIRES POSITION. Experienced in Handling all Grades of Tobacco. Can handle large productions. Familiar with stripping machines. Willing to go out of town. Address Box 522, "The Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

BRITISH-AMERICAN DISTRIBUTION

The board of directors of the British-American Tobacco Company, Ltd., last week recommended the distribution of one ordinary share and one deferred share in Tobacco Securities Trust Company, Ltd., for each eight ordinary shares held in British-American Tobacco Company, Ltd. Ordinary shares are entitled to non-cumulative dividend of 15 per cent. less tax, after which 50 per cent. of divisible profits go to the ordinary shares as a class and 50 per cent. to deferred shares as a class.

SCHULCO INCOME

Schulco Company, Inc., subsidiary of the Schulte interests, reports gross income for the period January 1, 1928, to October 1, 1928, of $377,728.01.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BATOBOS:—45,335. For cigarettes only. October 26, 1928. Batt Brothers, New York, N. Y.

MONTWELL:—45,328. For all tobacco products. September 20, 1928. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

COURTLAND:—45,329. For all tobacco products. September 25, 1928. Cuesta-Rey & Co., Tampa, Fla.

KENDAL GREEN:—45,330. For all tobacco products. October 13, 1928. Charles B. Perkins Co., Boston, Mass.

PRUNELLA:—45,332. For cigars. October 15, 1928. Prunella Cigar Co., Chicago, Ill.

TRANSFERS

UNION ASH:—45,237 (T. M. A.). For cigars, cigarettes and tobacco. Registered May 31, 1928, by Sidney J. Freeman & Sons, New York, N. Y. Transferred to the Union Cigar Co. (E. Charles Chism, proprietor), Woodbury, N. J., July 2, 1928.

PRUNELLE:—13,413 (Trade-Mark Record). For cigars. Registered May 3, 1894, by Geo. S. Harris & Sons, New York, N. Y. Transferred by the American Litho. Co., New York, N. Y., successors to Geo. S. Harris & Sons, to Ryerson Distributing Co., Chicago, Ill., and re-transferred to Prunella Cigar Co., Chicago, Ill., October 22, 1028.

CONQUISTA DE FLORIDA:—40,059 (T. M. A.). For cigars. Registered by F. T. McNulty, care of San Carlos Cigar Co., Ft. Myers, Fla. Transferred to Pierre Garcia, Key West, Fla., October 17, 1928.

ELSINORE:—44,721 (T. M. A.) Registered July 23, 1926, by Wm. Applefield, San Francisco, Cal. Transferred to Security Cigar Co., Inc., Los Angeles, Cal., March 8, 1928.

NABORHOOD:—44,075 (T. M. A.). For cigars. Registered December 30, 1924, by P. J. Russell, Dorcester, Mass. Transferred to Johannis W. Rump and Peter G. Boermeester, Medford, Mass., October 17, 1928.

DONA VEGA:—31,276 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered August 11, 1905, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. Transferred by The Moehle Litho. Co., Inc., Brooklyn, N. Y., successors to the original registrant, to Rose Taormina, Chicago, Ill., October 27, 1928.

P. & T. TAKES ON "ROSE-O-CUBA"

PARK & TILFORD, distributors and manufacturers of high-grade cigars and tobacco products in New York City, have announced that they have taken on the "Rose-o-Cuba" cigar for distribution in their territory. The "Rose-o-Cuba" is a high-grade long filler, Sumatra wrapped, cigar, the product of the Fleck Cigar Company, and retails at five cents.

Due to the fact that the consumer seems to be showing a decided preference for a good five-cent cigar at the present time, the arrangement between Park & Tilford and the Fleck Cigar Company is causing a great deal of satisfaction to be felt in both companies.

GERMAN ZEPPELIN BRINGS ORDER FOR TOBACCO COMPANY

E. K. VIETOR & CO., INC., of Richmond, Va., were the lucky recipients of a postal card which crossed the Atlantic Ocean in the Graf Zeppelin, and which when translated reads as follows:

"We are taking advantage of the mail by Zeppelin to give you a further order for 30 hhds. of lot Simon, prices and conditions as the tobacco which we had the last time. The hhds. are to be marked HAW/705/734.

"The last shipment was particularly good and we must concede that Dark Virginia tobaccos of this kind are very reasonable in price compared with the considerable higher market prices of other kinds of tobacco.

"We expect confidently that the tobaccos will open as well as those which you have shipped before, and like all the shipments which we have received from your honorable house.

"We shall write again by ordinary mail in a day or two, and remain,

"Yours truly,

"....."

E. K. Vietor remarked that he thought this to be the only order so far received by any firm for tobacco by Zeppelin mail.

DRUG STORES SELL $100,000,000 IN CIGARS IN A YEAR

Parke, Davis & Company, manufacturing chemists, of Detroit, have recently completed a survey of the retail drug field and announce that cigar counters in drug stores are responsible for $100,000,000 in total sales in a year. The soda counter is responsible for $175,000,000 a year while the prescription counter only accounts for $125,000,000 a year.

ABE CARO A VISITOR

Abe Caro, of A. Santaella & Company, Tampa, Florida, manufacturers of the "Optimo" brand of cigars, was a recent visitor at Yahn & McDonnell headquarters here. Yahn & McDonnell are the local distributors of the "Optimo" brand and they report it to be the "best seller" here and the demand steadily increasing.

DRIVE ON CAPPER-KELLY BILL

(*Continued from page 16*)

that will meet the situation not only in the leading commercial centers but throughout the country. Every branch of the trade will derive direct benefit and the consumer will also reap an important advantage. Stabilization of prices will enable the manufacturer to make a better cigar for the money and to place it before his patrons in all parts of the country on an identical price basis. As the retailer's necessary profit will be protected, he will be able to carry more comprehensive stocks and keep them in the best possible condition for his patrons.

"The entire trade owes a debt of gratitude to President Bijur of the National Cigar Leaf Tobacco Association and to all the officers of this organization who have been active in urging the Capper-Kelly bill. As an association, we have worked for this measure for a full decade. Victory now seems in sight."

BUYERS' GUIDE

CIGAR BOXES

NIC. ALTHAUS CO — MANUFACTURERS OF — HIGH GRADE CIGAR BOXES — CEDAR, SAW AND PLANING MILLS — LABELS, RIBBONS, CIGAR MAKERS SUPPLIES — TEL. ASHLAND 6243 — ESTABLISHED 1878. — 637-641 EAST 17 th ST. NEW YORK.

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

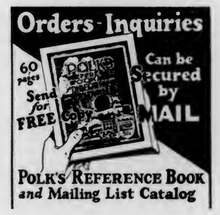
It Pays to Advertise

IN THE

TOBACCO WORLD

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
607 Shelby Street :: DETROIT, MICH.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

Colorgraphic
LABELS-BANDS-ADVERTISING
WINDOW TRANSPARENCIES
Quality Service
AMERICAN LITHOGRAPHIC COMPANY
NINETEENTH STREET & FOURTH AVENUE—NEW YORK
99 E. WASHINGTON ST. CHICAGO — FIRST NATIONAL BANK BLDG. TAMPA — 620 POYDRAS ST. NEW ORLEANS — 182-178 MAIN ST. SAN FRANCISCO



Gives counts and prices on over 8,000 different lines of business. No matter what your business, in this book your prospective customers listed.

Valuable information is also given as to how you can use the mails to secure orders and inquiries for your products or services.

Write for Your FREE Copy

R. L. POLK & CO.,
Detroit, Mich.

Largest City Directory Publishers in the World—Mailing List Compilers—Business Statistics—Producers of Direct Mail Advertising

The Standards of America

Lorillard's Snuff, Est. 1770
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, Est. 1751

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

Manufactured by
GEORGE W. HELME CO.
111 Fifth Avenue, New York

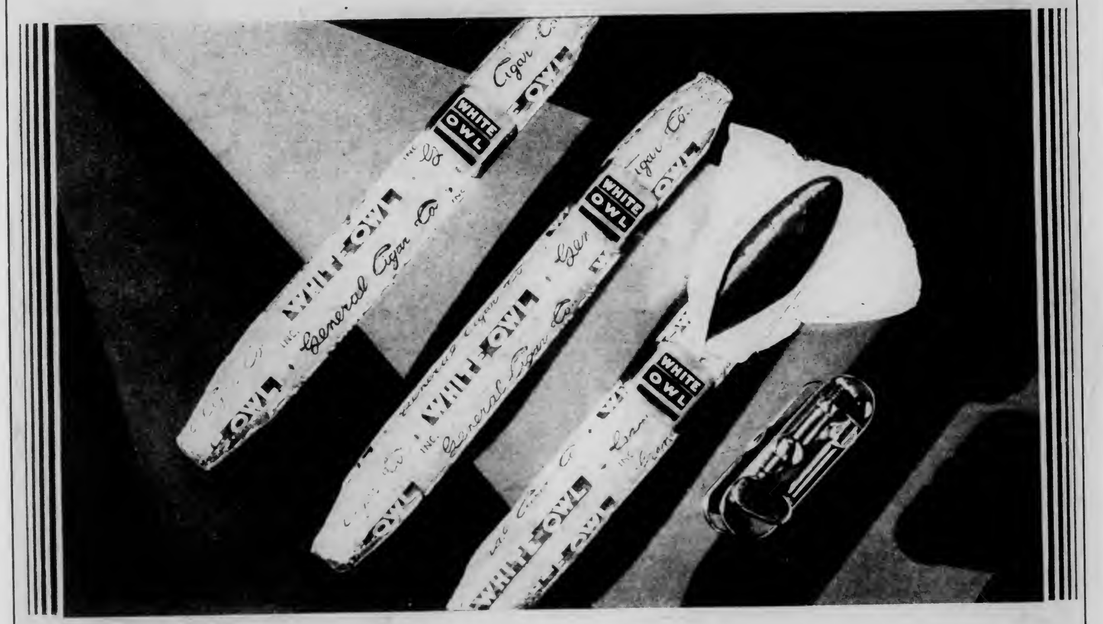
SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"

If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.

10c 15c 25c 75c $1.50 SIZES

J. G. DILL CO. Richmond, Va.

To men
who pay ten cents
for cigars



You pay thirty cents for three ten cent cigars. For twenty cents you can get three White Owls. You save a dime • • • White Owls are made of the finest selected tobacco — mild, foil-wrapped, fresh • • • White Owls have led the world in sales over a five-year period — only this huge volume makes possible White Owls' low price • • • Try three White Owls for twenty cents — today. Compare them with your ten cent cigar. You'll like their fine tobaccos, their fragrance, their freshness.

White Owl · 3 *for* 20c

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VOLUME 48 No. 22
U. S. Department of Agriculture.

THE TOBACCO WORLD

The Public Demand For PORTO RICAN TOBACCO
must be satisfied!

Porto Rican tobacco gives a blend which cannot be duplicated by any other tobacco. So definite is this blend that year after year its popularity with the public has become more and more firmly established. Today, Porto Rican tobacco has become a necessity to all manufacturers.

Fully alive to the public demand, Porto Rican growers are now hard at work replanting after the ravages of the hurricane. To enable them to meet the 1929 demands at a reasonable price, the cooperation of the manufacturers, jobbers and dealers is imperative.

Cooperate

Estimate your needs for 1929—place your contracts as far in advance as possible.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
1457 Broadway M. T. SALDANA, General Manager New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

PACK YOUR CIGARS IN A NATURAL HUMIDOR

WOODEN BOXES act as a natural humidor for your cigars. They preserve the delicate aroma, mellowness and flavor right up to the moment of purchase.

WOODEN BOXES also show the whole cigar (size, shape and color) in a most attractive setting. Your cigars will look better and *will be better* when packed in wood.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

Volume 48

THE TOBACCO WORLD

Number 22

Established 1881

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, NOVEMBER 15, 1928 — Foreign $3.50

J. PARKER PRESIDENT OF A. C. CO.

CONFIRMING reports to that effect, A. L. Sylvester, president of the American Cigar Company, tendered his resignation at the regular meeting of the Board held on Wednesday, October 24th, and on his suggestions, Junius Parker, counsel and chairman of the Board of the American Tobacco Company was elected to the office of President of the American Cigar Company, to succeed Mr. Sylvester.

This action by Mr. Sylvester has been contemplated by him for some time, but was reluctantly agreed to by the Board.

In speaking of his action, Mr. Sylvester stated: "I have been active in business for fifty-one years without taking a rest or vacation of any kind, and I think the time has arrived where I am entitled to think a little for myself, have time to play and enjoy life, and give a little more time to my own personal affairs."

Mr. Sylvester also resigned as president of the Cuban Tobacco Company, a subsidiary of the American Cigar Company, and last week L. S. Houston, former vice president of the Cuban Tobacco Company was elected president. J. L. Hardin, a vice president, and auditor of the American Cigar Company, has been elected vice president of the Cuban Cigar Company to succeed Mr. Houston.

GEORGE A. KENT COMPANY NOW DISSOLVED

The George A. Kent Company, one of the oldest and at one time the largest cigar factory in Binghamton, N. Y., has recently been declared officially dissolved by the Secretary of State.

The George A. Kent Company has been idle from time to time in the last few years of its existence, and when it was formally announced that the company would be dissolved it was no surprise to those in the community.

The Kent Company is the third large cigar company to go out of business in Binghamton within the past two years.

TOBACCO PRODUCTS STOCK SPLIT

The Board of Directors of the Tobacco Products Corporation have authorized the calling of a meeting of the stockholders for December 19th to vote on a proposal to change the par value of the Class A and the common stock to $20 from $100, and to split the shares five for one.

A dividend of $2 has been declared by the Board on the common stock of the Corporation, payable January 15th to stockholders of record December 17th. A similar dividend was authorized three months ago.

HOOVER A FRIEND TO THE TOBACCO INDUSTRY

WHATEVER may have been the doubts in the minds of the men of the tobacco industry prior to the recent election, now that Mr. Hoover has been elected our next president, we may confidently expect that the tobacco industry will receive such aid and protection as is possible and necessary.

It is possible that some of those in attendance at the convention of the Tobacco Merchants Association held in Washington, D. C., in 1923 have forgotten that Mr. Hoover delivered an address before one of the sessions at that time in which he expressed his thoughts as to the importance of the tobacco industry in this country in no uncertain language, and for the benefit of those who may not have been in attendance at that time, or who may have forgotten the substance of his speech, we reproduce it in part as follows:

"Mr. President and gentlemen: I am interested in tobacco, not only as a consumer, but also as the Secretary of Commerce, because tobacco comprises now about seven or eight per cent. of our total exports, and it has more importance, looking forward to the future, than might appear on the surface.

"Our foreign trade is undergoing vital shifts in a great many directions. The war has changed the currents of trade and commerce throughout the world. One of the great changes has been the tremendous increase in the export of American agricultural products. Our exports in total agricultural material nearly trebled it before the war, and the reason, the fundamental reason, why we have been able to so greatly increase those exports has been the failure of Russia and the eastern belt of Europe in the production of food commodities. Therefore, our farmers have had the opportunity to fill that shortage, but with the recovery of those sections of Europe, no doubt they will also recover their markets.

"Over a long vision, we must look for a decrease in our exports of agricultural produce, particularly of the food products and as those commodities, the agricultural products as a whole, comprising nearly one-half of our total exports, the shifts in trade again that will be brought about by this diminution must be a great deal of concern to us.

"At the present moment our imports are practically equal to our exports. Our imports consist of commodities in the main that are vital to the maintenance of our standard of living. They comprise, in the largest degree, raw materials which we do not ourselves produce, tropical products, things which we must continue to import. Fundamentally, from an economic point of view, we can only import in the ratio that we export. In other words, we cannot buy goods

(*Continued on Page 16*)

Prices Will Be Advanced on January 1st ...on the Following Universal Machines:

Model "L"

Universal Scrap Bunch Machine with Individual Motor Drive, ⅙ H. P. Motor and Folding Chair

Present price

$850

January first price $950.00

Suction equipment consisting of Binder Suction Table (when ordered with machine) $50.00. Individual, Direct-connected, Motor-driven Suction Fan $75.00.

These Stock Saving and money making ***extras*** should be ordered with your Model L's.

Model "S"

Universal (Non-blending Type) Long Filler Bunch Machine with Individual Motor Drive, ⅓ H.P. Motor and Two Folding Chairs

Present price

$1450

January first price $1650.00

Suction equipment consisting of Binder Suction Table (when ordered with machine) $50.00. Individual, Direct-connected, Motor-driven Suction Fan $75.00.

These Stock Saving and money making ***extras*** should be ordered with your Model S's.

Model "T"

Universal (Blending Type) Long Filler Bunch Machine with Individual Motor Drive, ¼ H. P. Motor and Two Folding Chairs

Present price

$1750

January first price $2000.00

Suction Equipment consisting of Binder Suction Table (when ordered with machine) $50.00. Individual, Direct-connected, Motor-driven Suction Fan $75.00.

These Stock Saving and money making ***extras*** should be ordered with your Model T's.

ORDERS for delivery prior to April 1, 1929 will be accepted at present prices up to January 1, 1929.

Orders received prior to January 1, 1929 will be subject to our terms of 2/10—net 30 days, *or convenient time payment terms in U. S. A. and Canada only,* F. O. B. our factory, Newark, N. J., U. S. A.

Any of these three Universal Bunch Making Machines will produce 450 to 500 well-conditioned, spongy, free-smoking bunches an hour—in every respect the equal of hand work.

Any size or shape of bunch, and both right and left hand bunches can be made on the same machine.

THESE Universal Bunch Machines will reduce your stock and labor costs and greatly increase the production of your factory. They are simple to operate, do not require the attention of an expert mechanic, and their sound, sturdy construction assures long life at a minimum upkeep cost.

LET us prove these Universal Bunch Machines to you with your own stock in your own factory under your own supervision on your regular run of work. Write for salesman or illustrated price folder and further information.

UNIVERSAL TOBACCO MACHINE CO., 40 EAST 34th STREET, NEW YORK

FACTORY NEWARK, N. J.

TWO ECONOMIES IN PURCHASING "UNIVERSAL" MACHINES NOW

THERE will be two savings for those who buy Universal Tobacco Machine Company equipment prior to January 1st, as will be seen from the reading of their two-page advertisement in this issue.

In addition to the actual savings in material and labor costs, there is an added economy in placing orders for the Models "L," "S" and "T" bunch machines before the first of the year, because at that time the prices will be advanced from $100 to $250, on each machine.

Orders will be accepted by the Universal Tobacco Machine Company for delivery up to April 1, 1929, at the old prices provided the orders are placed prior to January 1, 1929.

The Model "L" scrap bunch machine will be advanced $100; the Model "S" long filler bunch machine (non-blending type) will be advanced $200; the Model "T" long filler bunch machine (blending type) will be advanced $250.

It is readily seen that there is an appreciable saving in the financial outlay for this equipment by purchasing the same at this time.

Convenient time payments can be arranged for purchasers in the United States and Canada.

GOVERNOR SMITH SMOKES PIPE AFTER SIXTEEN YEARS OF CIGARS

The many friends of Governor Smith, of New York, were somewhat surprised on Monday when he arrived in New York City from Albany, to find him puffing contentedly on a bulldog briar pipe, when for about sixteen years they had seen him smoke nothing but cigars.

The Governor explained that just prior to entering on his campaign for the Presidency his dentist advised him that if he wanted to keep his teeth white he must stop chewing his cigars, and advised him to try a pipe.

However, the Governor states he might not have heeded the dentist's advice if it were not for the fact that when he returned to his home about a half-hour after consulting the dentist he found two women waiting there to see him who had just returned from a trip to Ireland, and who had brought a splendid pipe home with them for the Governor.

During the campaign the Governor smoked it in private and continued to use cigars in public, where tradition caused the people to expect to see them.

On Monday, however, he displayed it contentedly and said it was a better smoke than a cigar before dinner.

SCHULTE-UNITED ORDERS MORE "ROBOTS"

A second contract has been closed by the Schulte-United Five Cent to a Dollar Stores, with the Consolidated Automatic Merchandising Corporation of New York, for the installation of between 50,000 and 100,000 automatic vending machines in the Schulte-United Five Cent to a Dollar Stores, of which there is expected to be a chain of 1000 established in this country within a year.

The contract is supplementary to an earlier one made with the same company for talking, vending and change-making machines.

NEW LINE FOR UNITED STORES

AN ALLIANCE between the United Cigar Stores Company of America and the La Lasine International, Inc., by which antiseptic products of the latter company will be distributed in this country, was announced last week. The antiseptic discovered by the French chemist, Laval, was used to combat influenza in Europe during the World War.

The United Cigar Stores Company has acquired a substantial stock interest in La Lasine and is also represented on the Board of Directors by Albert C. Allen, D. J. Cotter and A. Staal, all of New York, and members of the United organization.

The United Cigar Stores and its subsidiaries are under contract to promote the sale of La Lasine for ten years.

ARKANSAS CIGARETTE TAX ENFORCED

Last week Justice G. L. Graves, of El Dorado, Arkansas, fined three more alleged violators of the State cigar and cigarette stamp tax law, bringing the total number now fined up to twenty-eight with twenty-two cases yet to be heard.

The Union Cigar Store drew the heaviest fine of any of those levied to date, being fined on four charges, $25 on the first, $50 on the second, and $100 each on the third and fourth charges. It is stated that the proprietor of the store will appeal his case.

The other two alleged offenders were fined $25 each.

The raid on the alleged stamp tax violators was conducted on September 5th and October 19th, by agents of the State Revenue Department, fifty dealers being caught in the net.

Many of them professed ignorance of that part of the law which requires that tobaccos be stamped upon receipt of them from the wholesaler, and that the possession of unstamped tobaccos is punishable by fines.

Of the twenty-eight cases fined to date, seven have given notice that they would appeal their cases.

MANUFACTURERS URGED TO ORDER PORTO RICAN TOBACCO EARLY

M. T. Saldana, General Manager of the Government of Porto Rico Tobacco Guarantee Agency, is urging the users of Porto Rican Tobacco to place their orders for this tobacco as early as possible in order to co-operate with the growers in Porto Rico and to insure against a possible shortage in the 1929 crop.

Mr. Saldana points out that the growers are now engaged in making good the ravages of the recent hurricane and replanting their fields in an effort to meet the demands for the coming year at a reasonable price. And in order for the growers to do this it is imperative that they have the co-operation of the manufacturers, jobbers and dealers.

DUNHILL RAZOR CORPORATION FORMED

The Dunhill Razor Corporation has recently been formed in the State of Delaware with authorized capital of $1,000,000 to own and operate stores under the control of Dunhill International, Incorporated, interests. It is understood that Dunhill International will soon give rights to its stockholders to subscribe to new stock, and that part of the proceeds will be used to finance the new corporation.

P. A.?
You bet
it is!

I'VE been a P. A. fan from the first. When I took up pipe-smoking some years ago, I asked for Prince Albert, right off the reel. That's the brand I noticed most men smoking. And they looked the picture of contentment. I soon knew why. Get some P. A. and you'll know, too.

Open the package and treat yourself to a fragrance that only a wonderful tobacco can have. Put a load in your pipe and light up. Cool as a notice that your insurance is about to lapse. Sweet as paying your premium in time. Mellow and mild and long-burning . . . that's Prince Albert.

It isn't any single quality that makes P. A. the largest-selling brand in the world, but a combination of qualities that gives you *everything*. I don't know what brand you're smoking now. I do know you can't beat P. A. on *any* count.

There are TWO full ounces of sure-fire pipe-joy in every tin.

PRINCE ALBERT

—no other tobacco is like it!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

CONSUMPTION of snuff in the United States is increasing steadily, it is indicated by the fact that in the last fifty years production has increased from approximately 4,000,000 pounds per year to more than 41,000,000 pounds. Very little snuff is shipped out of the United States.

"Estimating that the snuff user consumes four pounds of snuff a year, the production figures would indicate that approximately one-tenth of the population of the United States are snuff users," according to James V. Morrow, tobacco marketing specialist of the United States Department of Agriculture.

"These snuff users include people from many walks of life; predominating are persons in industries where smoking is prohibited, Southern laborers, and immigrants from countries where snuff taking is a national habit.

"Most of the snuff which is manufactured in the United States is made of high-grade dark fire-cured tobacco which is grown in Virginia, Kentucky and Tennessee. Improvements in manufacturing processes in recent years have resulted in a high quality product as contrasted with the use of refuse, scrap tobacco and stems in the early days of snuff making in France and England.

"The use of snuff became so popular in Europe in the seventeenth century that Pope Urban VIII in 1624 issued an edict of excommunication against its use during church services, because snuffing and sneezing interrupted the religious ceremonies. Use of snuff spread to England, Scotland and Ireland, and in the eighteenth century snuff taking became the fashion, the lords and ladies taking it in pinches and the scullions and cooks in handfuls.

"Charles IX, Napoleon, Frederick the Great, Queen Charlotte, Marie Antoinette, all the Georges of England, Lord Nelson, Count von Moltke, were devotees of the powdered weed. Dryden, Pope, Swift, Sterne, Addison, Goldsmith, Coleridge, Burns, Doctor Johnson, and other litterateurs, took snuff. The method of taking snuff, of opening and tapping the snuff box, became a fine art.

"The early part of the nineteenth century witnessed a decline in snuff taking. Smoking gained in favor, and of course predominates up to the present time, but the use of snuff is gradually increasing. From 1880 to 1900 the production of snuff in the United States increased from 3,977,228 pounds to 13,805,311 pounds. By 1905 production reached 23,671,078 pounds, and production has increased steadily since then, the production for 1928 being estimated at 41,451,577 pounds."

Important Trade-Mark Decision

The volume of business done by a manufacturer of a trade-marked commodity has no bearing upon his right to a trade-mark, it has been held by the United States Patent Office.

Affirming a decision of an Examiner, canceling a trade-mark because of similarity with a trade-mark previously registered by a competing concern, the First Assistant Commissioner referred to allegations by the second registrant as to the grade and quality of goods put out by the first company and seeking to emphasize the alleged smallness of the business conducted by the original registrant as well as of the localities in which his business has been carried on.

"These matters are not determinative of the question here presented for consideration," it was declared. "The petitioner has established trade-mark use of its marks upon its goods in interstate commerce and has also established a business of sufficient magnitude to justify a finding that there is a likelihood of damage resulting to it if the registrant uses a conflicting trade-mark."

Tobacco Crop Shows Increase of More than 11 Per Cent.

Tobacco production in the continental United States this year is estimated by the Department of Agriculture, from reported yields per acre, at 1,346,566,000 pounds, an increase of 11.1 per cent. compared with the production of 1927. Among the types which show significant increases are Paducah, production of which seems to have increased 60 per cent. over last year, Clarksville and Hopkinsville 25 per cent., Burley 44 per cent., One Sucker 70 per cent., and Wisconsin cigar leaf nearly 40 per cent. All cigar types together show an increase of 16 per cent. Flue cured, Virginia dark fired and Maryland export are producing less this year than last. Flue cured acreage was increased in 1928 over 1927, but yields have been relatively low. Maryland tobacco suffered great storm damage in the late summer and the yield and quality were decreased accordingly.

In New England the weather during October was not favorable for handling the crop. Pennsylvania tobacco is reported curing well and the quality good as a rule, though slightly below average. From Virginia southward quality is low. Some Western Kentucky tobacco was frosted, but otherwise the quality of leaf in the State appears to be exceptionally good. The same is probably true of Tennessee, except that no frost damage has been reported. The Wisconsin crop is curing well and most of it is of fine quality.

(Continued on Page 18)

PHILADELPHIA.

EISENLOHR GAINS LAST QUARTER

ACCORDING to the Wall Street Joural, Otto Eisenlohr and subsidiary, Webster Cigar Company, report for quarter ended September 30, 1928, net income of $76,152 after depreciation, Federal Taxes, etc., equivalent after dividend requirements on seven per cent. preferred stock, to seventeen cents a share (par $25) earned on 240,000 shares of common stock.

This compares with $37,410, or one cent a share on common in preceding quarter, and $32,043, or $1.50 a share on 21,300 shares of seven per cent. cumulative preferred stock in third quarter of 1927.

Net income for first nine month of 1928, totaled $129,036 after above charges, equal to five cents a share on common, comparing with $218,847, or forty-four cents a share on common in first nine months of previous year. In above calculation for 1928, preferred dividend requirements have been figured on $2,070,000 seven per cent. preferred stock for the first six months and on $2,010,000 for the third quarter.

Consolidated income account for quarter ended September 30, 1928, compares as follows:

	1928	1927
Gr. mfg. prof.	$279,180	$371,979
Exp. depr. etc.	192,728	334,236
Fed. taxes	10,300	5,700
Net income	$76,152	$32,043

Nine months ended September 30:

	1928	1927
Gr. mfg. prof.	$782,172	$1,127,184
Exp. depr. etc.	635,636	875,637
Fed. taxes	17,500	32,700
Net income	$129,036	$218,847

LEVENS JOINS Y. & M.

J. Levens, who has been connected with the United Cigar Stores Company here, has discontinued his connection with that firm and is now a member of the retail sales force of the Yahn and McDonnell chain, and is stationed at the cigar stand in the Benjamin Franklin Hotel.

Mr. Levens succeeds E. Weiss at this stand, due to the fact that Mr. Weiss has joined the wholesale department of Yahn & McDonnell and will promote the sale of smokers' articles among the dealers in the future.

NEWMAN RETURNS FROM TRIP

A JOSEPH NEWMAN, General Sales Manager, of Bayuk Cigars, Inc., has just returned from a ten days' trip through the middle west, visiting the distributors of Bayuk brands, and found the demand highly satisfactory at this time and prospects exceedingly bright for an exceptionally good Holiday demand.

HOLT DISPLAYS "HABANELLOS"

The Fourth Street window of the Holt Cigar Store, at Fourth and Chestnut Streets, was given over entirely last week to an excellent display of the "Habanello" cigar in several sizes. This brand is manufactured by George Zifferblatt and Company, and has been handled by the Holt Stores for a considerable length of time and shows a steady demand.

Harry Panetz, formerly connected with the B. Wasserman Company, of New York City, has joined the sales force of G. S. Nicholas and Son as representative of the "Habanello" brand and will put forth his efforts in increasing the distribution and sale of this brand in the metropolitan district in the future.

Y. & M. FEATURES EVERKEEN SHARPENER

The Chestnut Street window of the cigar stand operated by Yahn & McDonnell, cigar distributors, in the Benajmin Franklin Hotel is given over this week to the display of the Everkeen Razor Blade Sharpener at the special price of $1.35 each. These magnetic sharpeners were formerly priced at $3.85 each, and it is stated that the special low price applies on this lot only.

SCHWARZ JOINS STEPHANO BROTHERS

F. M. Schwarz, who has been connected with the local sales force of the Union Tobacco Company for some time, has severed his connection with that firm and joined the sales force of Stephano Brothers, where he will continue to call on his many friends in the trade in the interest of their brand of cigarettes, "Smiles," which are becoming popular with local smokers.

M. Zucker, who conducts the cigar store at 2546 Germantown Avenue, has sold his business to S. Tripler.

"Pass me a Lucky - I pass up the sweets."

Johnny Farrell

Johnny Farrell,
National Open Golf Champion, 1928.

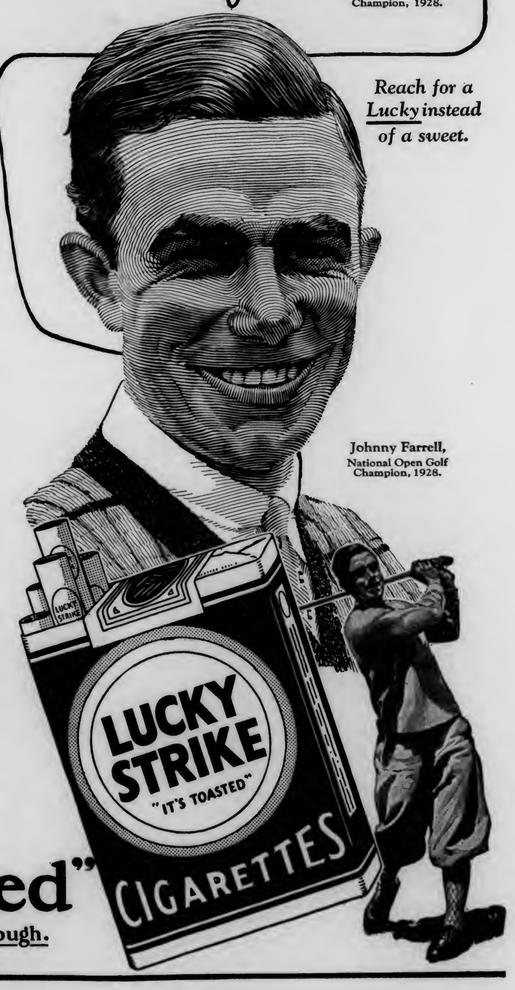
When fattening sweets and heavy, rich desserts tempt and you dread extra weight, light a Lucky instead. The sensible and sane way of reducing—no discomfort, no trouble—just a common sense method of retaining a slender figure.

The finest tobaccos are skilfully blended to make Lucky Strike. Then, "It's Toasted." More than a slogan, this secret process brings out every essence in the tobaccos and produces a flavor which makes Lucky Strike a delightful alternative when that craving for fattening sweets tempts you—there is no interference with a natural appetite for healthful foods. Now folks say: "It's good for everyone to smoke Luckies."

Toasting does it. At the same time toasting removes impurities. That's why 20,679 physicians are on record that Lucky Strike is less irritating than other cigarettes. Toasting does it. That's why prominent athletes have testified that Luckies do not cut the wind nor impair their physical condition. No wonder that this was discovered long ago by many men, who pride themselves on keeping trim and fit, who love the "pep" that comes with health and vigor.

Remember, sensible slenderizing is no longer a secret. Next time you are tempted by fattening sweets, light a Lucky instead, and avoid overweight.

Reach for a Lucky instead of a sweet.



Johnny Farrell,
National Open Golf Champion, 1928.

"It's toasted"

No Throat Irritation - No Cough.

© 1928, The American Tobacco Co., Manufacturers

PRESIDENT OF PENN TOBACCO COMPANY RESIGNS—ANOTHER PLANT PURCHASED

AT a recent meeting of the board of directors of The Penn Tobacco Company, of Wilkes-Barre, Pa., Henry Weigand tendered his resignation as president of the company and also as a director. Mr. Weigand has been associated with the tobacco industry for forty-six years, and with the Penn Tobacco Company during twenty-eight of those years, and in tendering his resignation from the company he stated that his long service with the industry, together with his increased responsibilities incident to the recent expansion of the company, entitled him to more leisure time.

Appreciating this fact, his resignation was accepted by the board only with the understanding that he will continue to act as technical adviser to the officers.

John H. Uhl, vice-president of the company since 1914, was chosen to succeed Mr. Weigand as head of the concern. W. L. Taylor, in charge of plant operations for the past year, will continue as plant superintendent.

Commenting on the resignation of Mr. Weigand, the newly elected president of the concern, made the following statement:

"It was with real regret that we accepted the resignation of Mr. Weigand as a director and president of the company. Our close association with him, over a period of many years, has continually enhanced our friendship and our high regard, not only for his technical ability, but for his integrity and high sense of duty towards stockholders and customers. His counsel and advice in many difficult situations have always been invaluable. We cannot in words express our sincere appreciation for the loyal services which Mr. Weigand has rendered. Yet we rejoice with him because of the success which has been his, and which makes possible a larger measure of personal pleasure and happiness."

Mr. Weigand's steady climb to a position of prominence in the business world had a humble beginning. Like all such individuals who succeed in spite of circumstances, however, he mounted the ladder of success, step by step until, in 1914, he succeeded the late Russell Uhl as president of the local concern. Prior to that, and dating back to 1901, Mr. Weigand had served as superintendent of manufacturing operations.

Later Mr. Lorillard persuaded Mr. Weigand, Sr., to permit his son to go to New York to work as an errand boy in the real estate office of the Lorillard family. Two years later, at Mr. Lorillard's suggestion, Mr. Weigand left the real estate office in New York to work in Jersey City. He was seventeen years old at the time, and, after two more years of hard work, he was made assistant superintendent of the fine cut and smoking department of Lorillard's big factory. There he remained until 1900, shortly after which he accepted a position with the local concern.

The Penn Tobacco Company has also recently completed the purchase of another plant, that of Edward J. Kelly, of Utica, N. Y., manufacturer of "O-B-Joyful" scraps.

For many years the "O-B-Joyful" scraps have been manufactured at a factory located at 408 First Street, and have carried the name of Utica to all parts of the United States. Output of the factory has been 200,000 pounds of tobacco a year.

C. A. BOND EXPLAINS RAISE IN PHILIPPINE TARIFF ON IMPORTED SUMATRA

ON SUMATRA wrappers and all other tobaccos imported, the steps recently taken by the Philippine Government to increase or raise duties up to the point where, now and hereafter, they will correspond exactly with the United States tariff, need cause no apprehension to handlers of Manilas in this country," said Charles A. Bond, tobacco agent, in an interview Tuesday of last week.

"The change in the Philippine tariff on Sumatra wrappers actually is a slight adjustment made to correct an inequality. Under the old arrangement, a discrepancy of customs law gave to cigar manufacturers in Manila who used Sumatra wrappers an apparent advantage that amounted to nearly 50 cents on the tobacco used in wrapping a thousand cigars.

"However, because all Manila cigars enter the United States free of duty, it was rather unfair to have, through a disparity of tariffs, even a small advantage in favor of the Sumatra-wrapped Manilas that competed with Sumatra-wrapped domestic cigars on the American market.

"Though action on the matter was delayed until lately, it was not because of official opposition to the removal of an inequality. On the contrary, the assuagement of an honest grievance was urged by officials and organizations much interested in the development of Manila business. They did not desire that any injustice should be continued because of disparity in tariffs. And those who are working most strongly for the building up of better Manila trade in this country are ready and willing to let Sumatra-wrapped Manilas compete, strictly on their merits, with all other Sumatra-wrapped cigars on sale in the United States, without aid or favor that might be conferred by a little inequality of the tariff.

"Manila manufacturers who use Sumatra wrappers will not in the slightest reduce the quality of their cigars. They will keep on using fine Sumatra wrappers, and there will be no increase in the price of Sumatra-wrapped Manilas because of an amendment to the Philippine tariff law. Sumatra-wrapped Manilas appeal to the eyes of the knowing smoker, not only because of the desirability of Sumatra wrappers used on Manilas but also because of the especial skill of Filipino cigarmakers. All Sumatra-wrapped Manilas are hand-made by the Spanish method. And they have attractiveness and quality that tell the story.

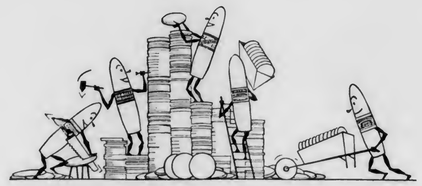
"Which is one of the reasons why there is a growth of business on the better Manilas."

Leaving New York last Sunday, Mr. Bond will proceed on a business trip to the Pacific Coast. He goes via Washington, Chicago, Minneapolis, Seattle, Portland, San Francisco and Los Angeles. He will return to New York shortly before Christmas.

Mr. Kelly, who lives at 1010 Dudley Avenue, declared he had no future business plans, but would probably take a rest for a while. He has been urged to install labor saving machinery for the manufacture of his famous product, but has steadfastly refused in order to continue employment for his faithful workers, who have been associated with him practically all the years he has been in business.

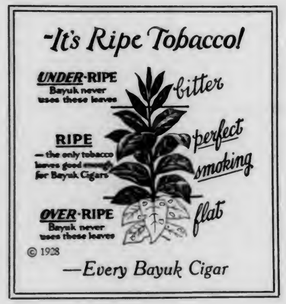
Mr. Kelly said the "O-B-Joyful" business will be removed to Wilkes-Barre and jobbers supplied through the main office of the company. The factory site in First Street, which is owned by Mr. Kelly, will be available for other business purposes.

Bayuk Brands Build Business...



"Bayuk Brands Build Business" . . . Never was there a truer business slogan. For Bayuk cigars are sincerely made to help build cigar retailing successes . . . To help YOU make money.

Every step in the manufacture of Bayuk cigars contributes toward that end. Into the tobacco fields far and near go the long-trained Bayuk leaf buyers. Offering after offering is rejected . only the choicest of growings are accepted. And of these only the flavor-laden, true tasting, fully-ripe middle leaves are used in Bayuk cigars. Sorting, curing and aging them are equally painstaking steps; while putting them into the form of cigars involves methods and standards few manufacturers ever dreamed of. These things mean *quality* of the highest order.



—Every Bayuk Cigar

. . So, every time you sell a Bayuk cigar you BUILD. Your customer receives a cigar that, from the standpoint of smoking enjoyment and genuine money value, simply has no equal! . He isn't long finding that out — nor quick to forget it!

Why putter along with slow-moving brands of doubtful quality and no individuality? It's just as easy — and a lot pleasanter and more profitable — to handle brands that BUILD BUSINESS. Bayuks do.

BAYUK BRANDS BUILD BUSINESS

CHARLES THOMSON HAVANA RIBBON BAYUK PHILADELPHIA HAND MADE
MAPACUBA PRINCE HAMLET

BAYUK CIGARS Inc.

PHILADELPHIA

Makers of fine cigars since 1897

MURIEL

CIGARS

ROTHSCHILDS SIZE 10¢

Thousands are changing to *Muriel* . . . It pays to display them. Mild but not too mild . . . rich but not too rich. Rothschilds size foil-wrapped to seal in the flavor and prevent breakage . . . P. Lorillard Company, Inc., 119 West 40th St., N. Y. C.

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CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
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ASA LEMLEIN, New York, N. Y. ..... Treasurer
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W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

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ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York, City ... Secretary and Treasurer

NATHAN ELSON ADVERTISEMENT AROUSES PRAISE OF CIGAR BOX BOOSTERS

THE following letter was forwarded last week to the Editor of *The Tobacco Leaf*, by Mr. Eugene M. Henofer, of Atlantic City, president of the Wooden Cigar Box Boosters' Club in praise of the recent advertising of the Congress Cigar Company, and also of the more recent advertisement of Nathan Elson, of Nathan Elson & Company, of Chicago, Ill.:

"Atlantic City, N. J.,
November 7, 1928.

Editor,
Tobacco Leaf,
129 Front St.,
New York, N. Y.

Dear Sir:

The new note in cigar advertising which has been struck by the Congress Cigar Company in their publicity on the "La Palina" cigar, has impressed me more than any cigar advertising that I have seen in many years.

The Congress Cigar Company are large users of wooden cigar boxes, and as President of the Wooden Cigar Box Boosters' Club, I feel a vital interest in any publicity which has for its object the increased sale of cigars, as I know that any increase in cigar withdrawals means that the wooden cigar box manufacturers of the country will receive their fair proportion.

In your November 3rd issue, the advertisement of Mr. Nathan Elson on page 15 strikes me as being the most constructive publicity on behalf of the cigar that I have ever read. If it is possible to secure additional proofs of this advertisement, I can assure you that I will see that they are distributed to the entire wooden cigar box industry of the country with full credit to Mr. Elson and to the *Tobacco Leaf*.

I am hopeful that Mr. Elson's advertisement will awaken the cigar manufacturers of the country to a new effort to increase cigar smoking.

Yours very truly,

(Signed) EUGENE M. HENOFER
President."

TOBACCO PRODUCTION DROPS OFF IN ADAMS COUNTY

According to the Pennsylvania Department of Agriculture Weekly News Bulletin, there was raised in Adams County in 1884 36,378 pounds of tobacco, while in 1924 there was raised only 1700 pounds.

INTERNATIONAL CIGAR MACHINE DIVIDEND

The Board of Directors of the International Cigar Machinery Corporation last week declared an extra dividend of $1.50 on the stock of the corporation, payable December 1st to stockholders of record November 22d.

Pennsylvania ranked first among all the States of the Union in 1927 in the production of cigar leaf tobacco. The yield per acre was also the highest of any State, being 1360 pounds, which was 136 pounds more per acre than in Connecticut.

CUBAN WORKERS HOLD DEMONSTRATION AGAINST CIGAR MACHINES

ON LAST Sunday, November 11th, thousands of cigar factory workers held a huge demonstration against the installation of automatic cigar-making machines in Cuban factories, when thousands of the workers paraded through the streets of Havana.

The Cigar Makers' Federation arranged for special trains to bring workers from nearby towns in order that they might also participate in the demonstration, which was the climax of a year's campaign against the introduction of the machines, in which politicians, newspapers and industrial enterprises have brought pressure to bear upon the government to discourage their importation.

Municipal councils in interior cities have placed taxes on each machine ranging from $5000 to $75,000, which, however, the government subsequently ruled was illegal.

Officials of the Cigar Makers' Federation say that the machines, capable of producing forty to sixty cigars a minute, with low operating costs, will ruin the reputation of the Cuban cigars.

NON-SMOKERS NOT PERMITTED IN SMOKING CARS IN RUMANIA

Railroads in England and on the continent of Europe are said to be more generous than in this country in the number of cars allotted to smokers, and, consequently, if the train is crowded, non-smokers are not above hunting a place in a compartment hazy with smoke.

In Rumania, however, this would not be permitted. A passenger who does not care to smoke is just as rigidly excluded from a compartment "for smokers" as is a man with a lighted cigar from a non-smokers' car.

This rule is strictly enforced and any traveler found in a smoking car without a pipe or a cigarette in his mouth, duly lighted, is compelled to a pay a fine. The logic is clear, although its application is somewhat startling.

NEBRASKA FARMER KILLS WIFE FOR SMOKING

Ernest Witmer, a farmer living near Norfolk, Nebr., does not smoke, and unfortunately thinks that no one else should.

He walked into the Norfolk police station last week and told Chief Flynn that he had killed his wife on September 26th and buried her in a cornfield because she refused to quit smoking cigarettes.

After the deed had been committed, Witmer sold all his chickens, closed up his house and went to Iowa, and said he did not know the police of four States were looking for him until he was shown a newspaper at the home of his mother, which told of the search being made for him.

TAMPA CIGAR PRODUCTION INCREASES

Tampa cigar manufacturers made a new record during the month of October when the cigar production in that city totaled 59,819,380 cigars, which is an increase of a trifle more than 2,000,000 cigars over the same month of last year.

Collection of taxes also showed a corresponding increase, October this year being $321,207.94 as compared with $274,726.83 for October, 1927.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

MEN WHO SMOKE AND GUARD THEIR HEALTH SMOKE CIGARS

Here's an advertising idea (in newspapers everywhere) that's boosting La Palina sales several notches nearer the "two million a day" mark and incidentally boosting the whole Industry as well.
La Palina excels not only in sales and quality, but in far-seeing publicity endeavors which are changing the complexion of the entire business—for the BETTER.

"Over a Million a Day"

CONGRESS CIGAR CO., Inc., Philadelphia, Pa.

LA PALINA

CIGAR

HOOVER A FRIEND TO INDUSTRY

(Continued from Page 3)

abroad, in the long run, in a very much larger volume than the goods we export.

"There is a reservation on that, technically, from an economic point of view, in the volume of invisible exchange, which is not pertinent to this, but my point is that we are faced, over a period of time, with a decrease in the export of a portion, at least, of our agricultural products, and therefore a commodity such as tobacco, where we can look forward to an extension in our exports, therefore contributing to the continuous inward flow of commodities, and contributing to the maintenance of American agriculture becomes of considerable importance.

"It was with this thought—that we must give attention to every one of the different important fractions of our export trade, if we are to maintain our foreign trade—that the Department of Commerce instituted a division relating to tobacco industries.

"That division has had a conference with representative men from your association and others, with a view to the creation of a committee from the industry that should advise the department on such measures as can be properly taken by a government in the promotion of your export trade.

"The Department of Commerce makes no pretense at technical knowledge. It must obtain its knowledge of trade and commerce from the men actually engaged in your industry, and therefore we lay great importance and emphasis on the necessity for careful and continuous co-operation with the industry itself through some organized representatives of the industry.

"As a result of that conference I think it was agreed that there was a considerable field in which the Department of Commerce could be of help in export questions. For instance, a very considerable portion of the world's tobacco consumption is under government control. You are all familiar with the tobacco 'Regiis' in Spain and Italy, in France, Poland, Czecho-Slovakia, Germany, Austria, and so forth, and those government monopolies are, of course, large buyers of the American products.

"An analysis of the type of American product which they purchase discloses at once that they buy the worst qualities of tobacco rather than the best, and that the greatest service that could be given to her industries would be to increase the qualities which those monopolies purchase.

"Furthermore, I have no doubt in my own mind, from the quality of tobacco that they deal out to their consumers, that they are stifling consumption by the very quality of material they purchase. If we could induce them to use something of a rather better quality, of the type we ourselves demand, in the shape of tobacco, we could probably increase their consumption.

"Certainly that would be the case if I myself was a resident in any one of those countries.

"In any event, it was agreed at this conference with the committee representing your body that a thorough survey of the situation, of the export trade and its destination, and the practices of the trade itself in Europe—the character of the market—and one hundred and one questions that were raised, would be of considerable advantage to the industry as a whole, and therefore we have undertaken to make such a survey and to conduct the survey under the co-operation and direction of the advisory committee from the industry.

"The direction in which the department can be of service is not in the sale of commodities, although in the case of the Austrian Regii, our commercial attache, learning that they were about to close a large purchase, and that American material was not included in the list, did intervene and secured that the Austrian Regii should include a certain portion of American tobacco in their purchase, and I think he can be credited with practically a direct sale of an American commodity.

"That, however, is not the general purpose of the department. The purpose is one of co-operation with the trade, in order that the trade itself may be so informed that it may be assisted in establishing grades and methods of marketing and other things abroad that will bring about an extension in business. In other words, our position in this matter is one of service to the industry. It is not one where we are taking charge of the industry, or taking an interest in its normal business function." . . .

GENERAL BINGHAMTON PLANT SPEEDING UP PRODUCTION

THE recently opened new factory of The General Cigar Company at Binghamton, N. Y., is now producing more than 800,000 cigars a week, and has less than fifty per cent. of the ultimate number of cigarmaking machines installed. At the present time the building employs more than seven hundred people.

When all the cigar-making machines are placed in operation as planned, it is anticipated the factory will employ between 1200 and 1500 workers and produce approximately 125,000,000 cigars annually.

At the present time production is limited to the foil wrapped "White Owl" cigar, but "William Penns" may also be made there later.

PAYROLLS INCREASE IN PENNSYLVANIA

According to the report of the Federal Reserve Bank for this district, payrolls in 33 cigar and tobacco factories in Pennsylvania for September, 1928, show an increase of 1.8 per cent. over September, 1927, and of 4.2 per cent. over August, 1928. The average weekly earnings for all persons in the factories on September 15th was $14.99, and on August 15th it was $14.08. However, employment in these 33 factories shows a decrease of 1.5 per cent. from September, 1927, and a decrease of 2.3 per cent. from August, 1928.

DUNHILL TO INCREASE STOCK

A special meeting of stockholders of Dunhill International, Inc., has been called for today to vote on a proposal to increase authorized no par common stock from 125,000 shares to 200,000. Present authorized capital is $2,000,000 preferred stock, of which none is outstanding, and 125,000 shares of common, all of which are outstanding.

It is proposed to make an offering of stock to shareholders which will give them rights to subscribe to stock.

HARTFORD VISITORS

Ben Schwartz, of the Congress Cigar Company, and A. Loeb, leaf tobacco dealer of North Third Street, were visitors in Hartford, Conn., last week.

UNITED IN ICE CREAM MERGER

THE MERGER of the National Dairy Products Corporation of New York and the General Ice Cream Corporation of Schenectady was recently approved by the stockholders of both companies, as announced by Thomas H. McInnerney, president of the National Dairy Products Corporation.

Terms for the exchange of stock are announced as ten shares of General Ice Cream common for six shares of National Dairy Products common and $30 a share of National Dairy debentures.

The General Ice Cream Corporation last week announced an extra dividend of $1 and the regular quarterly dividend of 75 cents on the common stock. Both dividends are payable January 1, 1929, to stockholders of record November 18, 1928.

The United Cigar Stores Company was recently reported to have bought quite a large interest in the General Ice Cream Corporation.

EISENLOHR STILL LEADS THE LEAGUE

The Cinco bowling team, of Otto Eisenlohr & Brothers, which won the championship last season in the Cigar Manufacturers' Bowling League, continues to lead the other teams so far this season and stands at the top of the list of teams with eighteen games won in the past six weeks out of twenty-four games played.

The Havana Ribbon team, of Bayuk Cigars, Incorporated, stands second on the list with seventeen games won out of twenty-four played, and the Philadelphia Hand Made team, of the same firm, holds third place with sixteen games won out of twenty-four played so far this season.

FIRE AT BOBROW PLANT

A slight fire broke out in the factory building operated by Bobrow Brothers, at Jackson and Court Streets, York, Pa., on Friday morning, October 26th, and sixteen cases of tobacco and approximately 150,000 cigars were damaged by smoke, fire and water. The loss is estimated at between $7000 and $10,000. The fire is believed to have been caused by defective wiring.

As a result of the fire 197 employees of the factory were temporarily out of work over the week end. Every effort was put forth to have the factory in operation again on Monday morning.

BAYUK PLANT NOW HAS CAFETERIA

In order that the Bayuk Cigars handsome new plant at Ninth Street and Columbia Avenue, may really be numbered among the most modern and up-to-date cigar factories in America there has recently been opened at the plant an excellent cafeteria for the employees. It is capable of serving, three hundred persons at one time, and is a long step forward in keeping the employees of the factory contented and satisfied.

DOMINICAN TARIFF RAISED

Dominica (British West Indies) has raised the duty on unmanufactured leaf tobacco imported from the United States to 3s. 9d. a pound when imported in packages of less than two hundred pounds, and to 2s. 3d. a pound in other packages. The former rates were 3s. a pound in packages of less than two hundred pounds, and 2s. a pound in other packages.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

HAVING LOCATED IN DALLAS, TEXAS, WOULD LIKE TO hear from Cigar Factories making Class C and up, requiring representation in this live State with its many growing cities. Must be exceptionally high class merchandise, because the "Big Boys" are certainly after the business down here too, and goods must be attractive propositions to even get a hearing with the better class jobbers.

Would also like Specialties suitable for carrying with cigars as side line. What have you? Address John H. Baker, 3400 Cole Avenue, Dallas, Texas.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

STRIPPER FOREMAN DESIRES POSITION. Experienced in Handling all Grades of Tobacco. Can handle large productions. Familiar with stripping machines. Willing to go out of town. Address Box 522, "The Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

JONES JOINS EISENLOHR FORCE

T. H. Jones, former manager of the Niles and Moser Cigar Company, of Omaha, Nebr., one of the largest distributors of cigars in western territory, is now associated with the sales force of Otto Eisenlohr and Brothers, Inc., and will boost Eisenlohr brands in the coal regions of Pennsylvania.

CONSOLIDATED PROFITS INCREASE

Net profit of the Consolidated Cigar Corporation for the third quarter of 1928 is reported by the corporation as $986,680, a gain of $239,477 over the same period of 1927. Net profit for the first nine months of 1928 totaled $2,629,183, which is an increase of $601,406 over the corresponding period of 1927.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

ROCKFORD:—45,295. For pipes and smokers' articles only. August 25, 1928. The Canadian Tobacco Co., Fall River, Mass.

JOY-STICKS:—45,337. For cigars and stogies. October 8, 1928. The Standard Cigar Co., Pittsburgh, Pa.

I. G. A.:—45,339. For all tobacco products and pipes. October 30, 1928. J. R. Cohen & Son, Des Moines, Iowa.

TRANSFERS

SALOME:—85,039 (U. S. Patent Office). For cigars. Registered January 23, 1912, by Heineman Bros., Baltimore, Md. Transferred to the El Moro Cigar Co., Greensboro, N. C., October 30, 1928.

ELDICAR:—42,512 (T. M. A.). For all tobacco products. Registered February 15, 1922, by The Moehle Litho. Co., Brooklyn, N. Y. Transferred to Imperial Cigar Co., New Orleans, La., and retransferred to M. Trelles & Co., New Orleans, La., July 23, 1928.

EL IMPERANTE:—34,221 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered April 14, 1908, by American Litho. Co., New York, N. Y. Transferred to A. Walg, Mattapan, Mass., on August 25, 1928.

GENERAL CIGAR COMPANY EARNINGS

The General Cigar Company reports for the quarter ended September 30 net profit of $823,926 after charges and Federal taxes equal after dividend requirements on the seven per cent preferred stock to $1.80 a share on 407,570 no par shares of common stock.

This compares with net profit of $582,581, or $1.21 a share, on the common in the preceding quarter, and with $893,344, or $2.01 a share on 385,936 common shares in the third quarter of last year after dividend requirements on preferred and debenture stocks.

For the first nine months, net profits totaled $1,800,078 after above charges, equal to $3.77 a share on 407,570 common shares, as compared with $2,353,936, or $5.14 a share on 385,936 common shares after preferred and debenture dividends in the first nine months of last year.

TOBACCO RUSHED TO CHINA TO ESCAPE INCREASE IN TAXES

Advised that tobacco will be classed as a luxury and hard hit by increased tariff duties expected to go into effect in China about March 1st next, tobacco exporters were bidding for freight space last week on vessels bound for the Far East, according to authentic reports.

The uneasiness felt in regard to the possible tariff action by the new regime in China has prompted tobacco houses in New York to supply their Chinese agents with stocks as heavy as possible before the anticipated barrier is put up.

News from Congress

(Continued from page 8)

Talking Movies Being Watched by Advertisers

Manufacturers having a national market for their products are watching with interest experiments which are now being made with talking motion picture film as a means of advertising. The value of motion picture film as an advertising medium has been recognized for a number of years and it has been used with especially good effect in foreign countries. Whether the sound attachment, permitting an exposition of methods of manufacture or important selling points, will prove a further improvement in this class of advertising is a question which is now being considered.

In this respect, a talking film produced for the Dictaphone Company, manufacturers of dictating equipment, who are pioneering in this new field of advertising, is of particular interest. The film put out by the company shows the various uses which can be made of its dictating equipment, and the business men who are invited to see the picture not only see how the machinery is used but also hear the characters actually using it. It is believed that this new method of exposition will be adaptable to a great many commodities, not only for advertising to the general public but, probably more particularly, in advertising to the dealers, who can thus not only see how goods are made but also be informed orally of some of the processes which do not particularly lend themselves to picturization.

Parcel Post Packages to Argentine Extremely Costly to Recipient

American exporters are warned by the Department of Commerce against using the parcel post service in making shipments to Argentina, unless that method has been specifically requested by the consignee.

Reports just received in the department from the American Commercial Attache at Buenos Aires state that every parcel post package, no matter how insignificant in value, or even if it has no value at all, costs the addressee a minimum of ninety-one cents to get out of the postoffice. It is urged that samples be sent by sample mail and printed matter by third-class mail in preference to parcel post.

The difficulties encountered in getting parcel post packages out of the postoffice in Argentina will be further complicated by a requirement that a licensed customs broker must be employed, increasing the expense, it is indicated, to about $3.

YORK COUNTY PLANTS CLOSE FOR OPENING OF GUNNING SEASON

Many cigar factories in the York County district were closed for the day on November 1st, to enable their male employees to take advantage of the gunning season which opened on that day.

This year the hunting of rabbits is permitted on Thursday, Friday and Saturday of each week during the month of November, and every day of the week, with the exception of Sunday, from December 1st to December 15th inclusive.

BUYERS' GUIDE

CIGAR BOXES

NIC. ALTHAUS CO
MANUFACTURERS OF HIGH GRADE CIGAR BOXES
CEDAR SAW AND PLANING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
TEL. ASHLAND 6242 637-641 EAST 17 ST. NEW YORK ESTABLISHED 1873.

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

It Pays to Advertise
IN THE
TOBACCO WORLD

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
607 Shelby Street :: DETROIT, MICH.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

Colorgraphic
LABELS-BANDS-ADVERTISING
WINDOW TRANSPARENCIES
Quality Service
AMERICAN LITHOGRAPHIC COMPANY
NINETEENTH STREET & FOURTH AVENUE—NEW YORK
CHICAGO 88 E. WASHINGTON ST. TAMPA FIRST NATIONAL BANK BLDG. NEW ORLEANS 620 POYDRAS ST. SAN FRANCISCO 163-173 MAIN ST.

Gives counts and prices on over 8,000 different lines of business. No matter what your business, in this book your prospective customers listed.
Valuable information is also given as to how you can use the mails to secure orders and inquiries for your products or services.
Write for Your FREE Copy
R. L. POLK & CO.,
Detroit, Mich.
Largest City Directory Publishers in the World—Mailing List Compilers—Business Statistics—Producers of Direct Mail Advertising

The Standards of America
Lorillard's Snuff, Est. 1770
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, Est. 1751
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
Manufactured by
GEORGE W. HELME CO.
111 Fifth Avenue, New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

WAKE UP!

QUALITY DOES IT!

The better five cent Manilas show values that are thoroughly convincing. Each exhibit of these attractive hand made all long filler cigars is establishing new business. Given opportunity to try the finer Manilas, wise smokers proceed to buy.

CUSTOMERS COME BACK FOR MORE

From West to East the testimony is that an honest Manila, "positively" is the best cigar obtainable for a nickel. In thousands of stores in the United States today, "better Manila business" is a happy realization. **A marked improvement in Manila trade is reported in many parts of the country.** Preferred sizes of dependable brands going to the retailer for $35 per M, or more, have largely increased sales.

BUT CIGAR BUSINESS ISN'T ASSOCIATED WITH MAGIC

Every live dealer knows how necessary it is to feature brands. Wholesalers and retailers should understand how desirable it is to specialize in good merchandise. It pays to call attention to meritorious cigars that can be sold profitably at popular prices. Successful selling is preceded by the right selection of stock.

Get The Better Manilas!

Information furnished cheerfully by

THE MANILA AD AGENCY

C. A. BOND, Manager

15 WILLIAM STREET, NEW YORK

LIBRARY
RECEIVED
DEC 1 1928
U. S. Department of Agriculture

DECEMBER 1, 1928

VOLUME 48 No. 23

THE TOBACCO WORLD

The Porto Rican Tobacco Crop Was Absolutely Hurricane Swept

Damages to the already planted crop were far reaching, but the growers are already back at work replanting the storm struck fields. They are bending every effort to repair the damages done to the seed beds and are rapidly replanting, but they will sorely need the cooperation of the trade in this country.

A good crop, at a reasonable price, may be possible for next year if the manufacturers, jobbers and dealers will contract as far in advance of their needs as they can. We earnestly urge prompt action on the part of the trade, to assist this fundamental industry of Porto Rico to reestablish itself.

ASSIST IN THE WORK OF RECONSTRUCTION

Contract as far in advance of your 1929 needs as possible. Do not delay!

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDANA, General Manager New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

FOR BETTER DISPLAYS *and* A BETTER PRODUCT

Cigar dealers prefer to sell cigars packed in WOODEN BOXES because they fit perfectly in the showcase . . permit better displays . . and keep the product in its best condition.

Cigar smokers prefer to buy cigars from WOODEN BOXES because the whole cigar is seen at a glance . . and selection is easy and quick.

It is good business to cater to the dealer and consumer by packing your cigars in WOODEN BOXES.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

Volume 48 — Number 23

THE TOBACCO WORLD

Established 1881

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, DECEMBER 1, 1928 — Foreign $3.50

THOMAS F. RYAN DIES

THOMAS FORTUNE RYAN, who joined the Union Tobacco Company as Financial Advisor, a little more than a year ago, died at his home on Fifth Avenue, New York City, on Friday, November 23d, following an illness of approximately one week. He was seventy-seven years old and his general physical condition precluded an attempt to operate to relieve the condition which caused his death.

Mr. Ryan was reputed to be one of the world's richest men and also one of the largest individual holders of tobacco company securities.

At the age of 17, Mr. Ryan was working as a grocer's clerk in Baltimore; two years later found him a broker's clerk in Wall Street, and four years later found him a member of the New York Stock Exchange.

He combined politics with business and for years was a leading figure in the counsels of the anti-Bryan wing of the Democratic Party.

Mr. Ryan's reputation as a diplomatic financier was greatly enhanced in 1902 when he went to London to take charge of the fight which the American Tobacco Company was then making against the Imperial Tobacco Company for a division of world territory for the tobacco trade. He won the fight in a few weeks and, before leaving England, had established harmonious relations with the British corporation, adding greatly to the American company's foreign output by his tact.

Mr. Ryan's fortune is estimated to be between $300,000,000 and $500,000,000.

FIVE CENTS A PACKAGE TAX ON CIGARETTES CARRIED PERSONALLY INTO CUBA

The Cuban Department of Finance has issued recently a regulation covering the administration of the law of June 28th in its relations to the taxing of cigarettes brought in personally by passengers, according to information received in the Tobacco Section of the Department of Commerce from Commercial Attache Frederick Todd.

This law places a tax of five cents for each package containing from twelve to thirty-two cigarettes, and on each package will be affixed a rubber stamp with the words "Obras Beneficias para el Patronato. Ley 29 de Junio de 1928," before its clearance will be authorized.

HAPPINESS CANDY STOCK TO BE EXCHANGED FOR UNITED CIGAR STOCK

Stockholders of Happiness Candy Stores Company of record December 15th will be offered the privilege of exchanging their common shares for United Cigar Stores Company of America common stock on the basis of one share of United Cigar Stores for each five shares of Happiness Candy.

CUBAN GOVERNMENT TO ADVERTISE CUBAN TOBACCO PRODUCTS IN UNITED STATES

IN ORDER to assist growers and manufacturers, resident in Cuba, of Cuban cigars and cigarettes the government of President Machado is starting an advertising campaign in standard United States publications, and it will also take action through the Cuban Ambassador and Consuls against all persons who fraudulently imitate Cuban-made cigars or who use on the inside of their cigar boxes colored lithographs bearing the words "Made in Havana," which actually refers only to the lithograph and not to the contents thereof.

Announcement to this effect was made on November 23d by John Vavasour Noel, Pan-American specialist, 425 Fifth Avenue, New York City, who is in charge of the campaign, by appointment of the Cuban Tobacco Commission. The copy is being written and placed by the Samuel C. Croot Company, 28 West Forty-fourth Street, New York City. Mr. Noel is being assisted by Major Earl Hamilton Smith, associate editor of *The Shrine Magazine*, 1440 Broadway, New York City.

Dr. Eugenio Molinet, Secretary of Agriculture in the Cuban Cabinet, is president of the Cuban Tobacco Commission, of which Mr. Manuel Fernandez Valle is secretary. Offices are in the Cuban Department of Agriculture in Havana. The staff includes eight tobacco specialists, being two each in behalf of the Cuban Government, the Cigar and Cigarette Makers Association, the Growers and Tobacco Dealers Association, and the Cigarmakers Union. Their research work will aim to stimulate all phases of the Cuban tobacco trade.

"This plan of the Cuban Tobacco Commission and Secretary Molinet is not aimed at the many excellent brands of cigars manufactured in the United States from Cuban-grown tobacco," declared Mr. Noel. "It is intended only to further the legitimate interests of the planters and manufacturers domiciled in Cuba, to drive out the imposters, and by the same token to benefit that portion of the American cigar-using public which wants only Cuban-made goods.

"Any crusade against fakers and imposters by a segment of the tobacco trade collaterally helps the entire trade. So we anticipate the hearty support and co-operation of all, not only in Florida but in Maryland, Pennsylvania, Connecticut and our Southern States.

"To aid purchasers of genuine Cuban-made cigars the Cuban Government is affixing an official green label on every box of cigars manufactured in and shipped from Havana. It is so colored as not to be confused with the United States Government's Internal Revenue seal on the boxes of bonded tobacco manufactured in this country.

"The slogan of the Commission to its public is:

(Continued on Page 10)

Prices Will Be Advanced on January 1st ...on the Following Universal Machines:

Model "L"

Universal Scrap Bunch Machine with Individual Motor Drive, ⅓ H. P. Motor and Folding Chair

Present price

$850

January first price $950.00

Suction equipment consisting of Binder Suction Table (when ordered with machine) $50.00. Individual, Direct-connected, Motor-driven Suction Fan $75.00.

These Stock Saving and money making ***extras*** should be ordered with your Model L's.

Model "S"

Universal (Non-blending Type) Long Filler Bunch Machine with Individual Motor Drive, ¼ H.P. Motor and Two Folding Chairs

Present price

$1450

January first price $1650.00

Suction equipment consisting of Binder Suction Table (when ordered with machine) $50.00. Individual, Direct-connected, Motor-driven Suction Fan $75.00.

These Stock Saving and money making ***extras*** should be ordered with your Model S's.

Model "T"

Universal (Blending Type) Long Filler Bunch Machine with Individual Motor Drive, ¼ H. P. Motor and Two Folding Chairs

Present price

$1750

January first price $2000.00

Suction Equipment consisting of Binder Suction Table (when ordered with machine) $50.00. Individual, Direct-connected, Motor-driven Suction Fan $75.00.

These Stock Saving and money making ***extras*** should be ordered with your Model T's.

ORDERS for delivery prior to April 1, 1929 will be accepted at present prices up to January 1, 1929.

Orders received prior to January 1, 1929 will be subject to our terms of 2/10—net 30 days, *or convenient time payment terms in U. S. A. and Canada only,* F. O. B. our factory, Newark, N. J., U. S. A.

Any of these three Universal Bunch Making Machines will produce 450 to 500 well-conditioned, spongy, free-smoking bunches an hour—in every respect the equal of hand work.

Any size or shape of bunch, and both right and left hand bunches can be made on the same machine.

THESE Universal Bunch Machines will reduce your stock and labor costs and greatly increase the production of your factory. They are simple to operate, do not require the attention of an expert mechanic, and their sound, sturdy construction assures long life at a minimum upkeep cost.

LET us prove these Universal Bunch Machines to you with your own stock in your own factory under your own supervision on your regular run of work. Write for salesman or illustrated price folder and further information.

UNIVERSAL TOBACCO MACHINE CO., 40 EAST 34th STREET, NEW YORK

FACTORY NEWARK, N. J.

PHILADELPHIA.

HYMAN VALENCHIK ESTATE TO WIDOW

THE WILL of Hyman Velenchik, senior member of the firm of Velenchik Brothers, leaf tobacco merchants of 134 North Third Street, which was probated this week, provides for a life income of $25 a week for his widow, Mrs. Sarah Velenchik, with reversion of the principal of the estate, upon her death, to their four children, Mrs. Samuel Simkins, Mrs. Laura Hendler, Mrs. Morris L. Senn, and Louis A. Velenchik. The estate is valued at $30,000.

Mr. Velenchik wrote the following comment in his will:

"I leave no money for any charity for the reason that I have devoted a lifetime for such charitable purposes and have contributed thousands of dollars for charitable enterprises, believing, as I do, that the living shall do their utmost during their lifetime for such enterprises and not after their death."

Mr. Velenchik was one of the founders of the West Philadelphia Jewish Community Center. He died at his home, 5847 Larchwood Avenue, on October 14th.

FLANIGAN MANAGER OF DALTON STORES

John Flanigan, who has been in charge of the M. J. Dalton Company cigar stand in the new Fidelity-Philadelphia National Bank Building on South Broad Street, was appointed general manager of the Dalton Company's retail chain last week.

Mr. Flanigan has three brothers, also connected with the tobacco industry. James is connected with Kenley, Incorporated, distributors of high grade cigars and tobacco; Frank is with H. Somers & Company, cigar manufacturers, of Souderton, Pa., and Gerald is manager of the cigar department of the John Wood Drug Company.

KRAMER OBSERVES ANNIVERSARY

Louis A. Kramer, vice-president of Bayuk Cigars, Incorporated, observed his wedding anniversary on Thanksgiving Day at his home in Germantown. Among the invited guests who assisted Mr. and Mrs. Kramer to celebrate the occasion in a fitting manner were Mr. and Mrs. I. M. Jacoby and Mr. and Mrs. Herbert J. Curtis.

Henry Voice, of the Consolidated Lithographing Company, of New York, was visiting the cigar manufacturers here this week.

BURGLARS AGAIN VISIT LIGGETT & MYERS FACTORY

LAST WEEK six burglars again paid a visit to the Liggett & Myers Tobacco Company factory and warehouse at Third and Ontario Streets, but were unsuccessful in obtaining any plunder this time, and two of the gang were captured.

Early on Tuesday morning of last week sixty policemen surrounded the factory building after a private burglar alarm company had reported that the watchman in the building had not sent in his customary call at 1 A. M.

The two men captured were found by District Detective Hanlon hiding in the engine room of the factory. The policemen kept up their hunt for the other four until 7 A. M., when they discovered that they had evidently escaped by climbing through a broken skylight in a room above the engine room and clambering over a roof to a shed in the rear of the building.

According to the watchman, the six men entered the building shortly before 1 A. M., bound him and another watchman and then began to pile up the plunder until they were frightened away by the arrival of the police.

The gang is believed to be the same which about three weeks ago robbed the factory of cigarettes and tobacco valued at approximately $10,000, loaded it on one of the company's trucks, and escaped. Six men also took part in that robbery.

STEIN BUYS TREBOW BRANDS

The brands "El Trebow," "El Soltero" and "Ingersoll," formerly manufactured by the Trebow Cigar Company, have been purchased by Louis B. Stein and will in the future be manufactured by the Stein Cigar Manufacturing Company.

Mr. Stein has been associated with the cigar industry for a number of years, having at one time been connected with the manufacturing department of the old firm of Bondy & Lederer. Later he became associated with the American Cigar Company and then with the B. G. Davis & Company branch factory here.

More recently Mr. Stein has been associated with the Trebow Cigar Company as production manager, which duties he will also assume with his own company.

Jules Jacobs, former sales manager for the Trebow Cigar Company, will continue in the same capacity with the Stein Cigar Manufacturing Company.

"Pass me a Lucky - I pass up the sweets."

Johnny Farrell

Johnny Farrell,
National Open Golf
Champion, 1928.

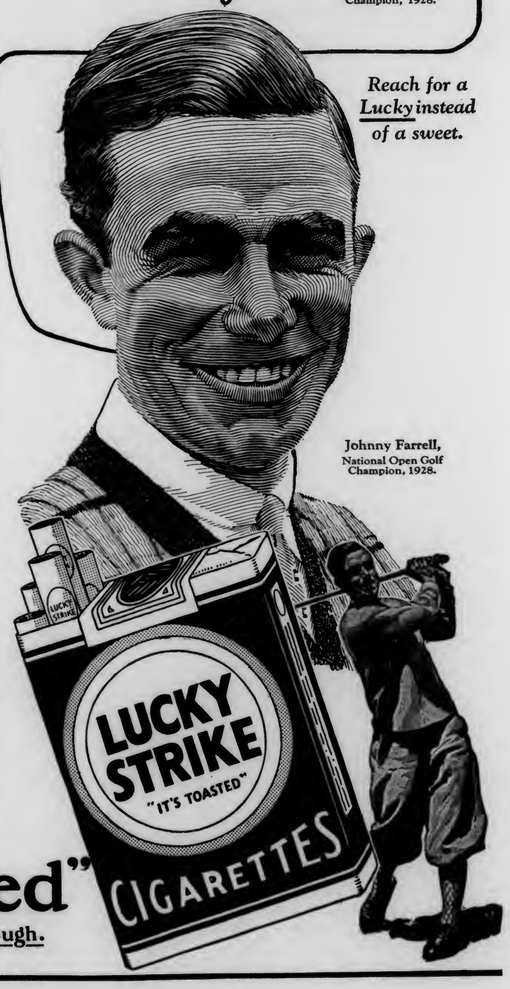
When fattening sweets and heavy, rich desserts tempt and you dread extra weight, light a Lucky instead. The sensible and sane way of reducing—no discomfort, no trouble—just a common sense method of retaining a slender figure.

The finest tobaccos are skilfully blended to make Lucky Strike. Then, "It's Toasted." More than a slogan, this secret process brings out every essence in the tobaccos and produces a flavor which makes Lucky Strike a delightful alternative when that craving for fattening sweets tempts you—there is no interference with a natural appetite for healthful foods. Now folks say: "It's good for everyone to smoke Luckies."

Toasting does it. At the same time toasting removes impurities. That's why 20,679 physicians are on record that Lucky Strike is less irritating than other cigarettes. Toasting does it. That's why prominent athletes have testified that Luckies do not cut the wind nor impair their physical condition. No wonder that this was discovered long ago by many men, who pride themselves on keeping trim and fit, who love the "pep" that comes with health and vigor.

Remember, sensible slenderizing is no longer a secret. Next time you are tempted by fattening sweets, light a Lucky instead, and avoid overweight.

Reach for a Lucky instead of a sweet.

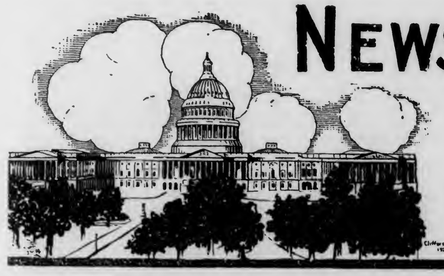


Johnny Farrell,
National Open Golf
Champion, 1928.

"It's toasted"

No Throat Irritation - No Cough.

© 1928, The American Tobacco Co., Manufacturers



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

PROTECTION of the Cuban cigar manufacturers is to be sought through publicity, under plans which have been developed by the Cuban Government, according to Dr. Orestes Ferrara, Cuban Ambassador to the United States.

The Cuban industry is being materially handicapped by practices in this country by cigar manufacturers using fake goods, names and labels, imitating well-known Havana brands, using Spanish names and using labels "Made in Havana" on cigars not actually made there. The Federal Trade Commission has been active in combating these practices, and has ordered a large number of cigar manufacturers in the United States to discontinue the use of names and advertising which would indicate that their product was made of Cuban tobacco or manufactured in Cuba when such is not the case.

The latest move of the Cuban Government also probably has in contemplation the attempt which will be renewed at the coming session of Congress to repeal the statute prohibiting the importation of cigars in lots of less than 3000, upon which Cuba has been insisting as a condition to the consummation of a treaty for the exchange of parcel post matter with the United States.

"The Government of the Republic of Cuba has officially announced its desire to protect the genuineness of Cuban cigar trade-marks against counterfeit, in the interest of the Cuban producers and the consumers of the United States and the world," Ambassador Ferrara declared.

"Through the intervention of the Embassy and the Consulates of Cuba, the government of General Machado desires to take steps to prosecute those deceiving the American public by contending the cigars they sell are made in Havana or manufactured with Cuban tobacco.

"To this end many forms of deceit are used. As a means of defrauding the consumer, labels printed in Cuba, bearing the words "Made in Havana," are purchased and pasted on the inside cover of the boxes containing their spurious wares. Others deliberately fake goods, names, labels and all the trimmings, or imitate well-known Havana brands, use Spanish names, but give no Havana address.

"To overcome these unfair practices at the expense of the American consumers, and to advance the legitimate merits of a product which has enjoyed the patronage of exacting cigar smokers all over the world for several generations, the Government of Cuba, through a special tobacco commission, has decided to take action in order to put a stop to this present state of affairs.

"The Government of Cuba places a green seal on every box of cigars actually manufactured in Cuba. This seal of the Republic is the customer's guarantee that he is getting the genuine article.

"Hence, to identify the Havana cigar, 'Always look for the green seal' and 'Make sure that the original genuine cigars have not been substituted.'

"Fifty thousand personal cards will be sent from the Secretary of Agriculture of Cuba to American consumers, calling attention to the green seal. Yet this is but one part of the official program to further stimulate appreciation of the Cuban tobacco leaf.

"There is something about the soil of my country that brings nature's own aid to the acknowledged skill of the Cuban cigarmakers, admittedly the best in the world. They have the soul of the artist and the practiced hand of the skilled engineer, putting the rare finishing touches to the soothing green herb grown by the justly famous planters of Havana, Pinar del Rio and Santa Clara provinces.

"This program of my government does not conflict in the slightest degree with the business of those firms that manufacture cigars in the United States from genuine Cuban tobacco. The fraudulent dealer is just as much a menace to them as to those resident in Cuba. The purpose is to safeguard the interest of the consumer as well as legitimate commerce.

"The Cuban tobacco crop is always of good quality and it is not right that an inferior quality be given to the consumer when he seeks a superior article."

Repeal of Restrictions on Importation of Cuban Cigars to Come Up at Next Session

Comparatively little legislation of importance to the business men of the country remains for the coming session of Congress to deal with. As a matter of fact, there was less business legislation introduced last session than for some years past, and such measures as remained unacted upon at the close of the session went over to the short session which begins December 3.

It is extremely probable that another attempt will be made during the session to enact the legislation repealing the restrictions on the entry of cigars which has acted as a barrier to the consummation of the parcel post treaty between the United States and Cuba. Repeal of these restrictions was insisted upon by the Cuban Government as a condition to its agreement to such a treaty, but Congress failed to enact the necessary legislation and as a result there has been no agreement covering the interchange of parcel post matter between the two countries since last March. Removal of the restrictions has been contested by the domestic

(*Continued on Page 12*)

H A V E A CAMEL

"You are very wise man . . ."

But no occult power is needed to tell *that* . . . the cigarette he has chosen is significant.

CAMELS

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

D. EMIL KLEIN STOCK ON CURB

CHARLES D. BARNEY & COMPANY, brokers specializing in tobacco company stocks, have recently made an offering of stock of the D. Emil Klein Company, which stock was also recently listed on the New York Curb Market.

According to a statement issued there is authorized $1,000,000 of 7 per cent. cumulative preferred stock ($100 par) and 100,000 shares of no par common stock.

The announcement by Charles D. Barney & Company states:

"The D. Emil Klein Co., Inc., was incorporated in New York, February, 1922, with a paid capital of $150,000. The Company is engaged in the manufacture of hand-made cigars exclusively, its best known brands, being marketed under the names 'Haddon Hall,' 'Nottingham' and 'Emanelo,' and which retail from ten cents each to three for fifty cents.

"The original business was started in the Company's factory in New York City but before it was a year old the management realized that a second unit would be necessary in order to keep up with the increasing demand for their product, and, accordingly, there was opened a new factory in New Brunswick, N. J., in 1923. This additional capacity proved adequate only a short time, for in 1926 it was necessary to open a third unit at Trenton, N. J.

"Production figures have shown a normal increase. Starting with a production of 17,515,000 cigars for the ten months ended December 31, 1922, the Company has built up its sales to 38,042,000 cigars for 1927 and for 1928, with the last two months estimated, the Company will have sold approximately 44,000,000. At the present time the Company has a capacity of 50,000,000 cigars annually."

GOOD HOLIDAY SEASON EXPECTED

Although orders for holiday packings of cigars in some cases have been placed later than usual this year, the consensus of opinion in the trade seems to be that the amount of business to be done by the retailers during the holiday season this year will be equal to that of last year in every way, and in many cases it is anticipated that it will far surpass that of last year.

Cigars and other tobacco products are making their appearance in the attractive holiday wrappings and it behooves the retailer to anticipate his requirements for this season and place his order with his jobber just as promptly as possible so that he may be assured of no shortage in any particular line, with the resultant dissatisfied customer, which is naturally followed by some loss of business and loss of profit.

There are many who put off their buying of gifts until the last minute, and then discover to their sorrow that the particular brand they desire has been sold out.

This can easily be overcome by placing your order well in advance, and, if necessary, have it held for future delivery.

GENERAL ICE CREAM STOCKHOLDERS TO DEPOSIT STOCK BY DECEMBER 5

Stockholders of the General Ice Cream Corporation, of Schenectady, N. Y., who have accepted the terms of the merger with the National Dairy Products Corporation, of New York, have been notified to deposit their indorsed stock certificates on or before December 5 with the Marine Trust Company, of Buffalo, N. Y.

UNIVERSAL TOBACCO MACHINE PRICES TO BE ADVANCED JANUARY FIRST

A TWO-PAGE advertisement in this issue of THE TOBACCO WORLD announces an increase in price on three important products of the Universal Tobacco Machine Company.

Three bunching machine models, "L," "S," and "T," will be affected. Model "L," is the scrap bunching machine, Model "S," is the non-blending type long filler machine, and Model "T," is the blending type of long filler bunch machine.

Those who are keeping pace with the rapid changes in cigar manufacturing methods will appreciate the many economies that are effected by the use of these bunch machines.

The Universal Tobacco Machine Company offers to demonstrate any of these machines in any cigar manufacturer's plant with his own stock and under his supervision.

The development of cigar manufacturing processes by the use of mechanical equipment is one of the outstanding marks of progress in the cigar industry. Competitive conditions demand their use from the standpoint of economic production.

The manufacturer contemplating the use of any of these machines can save from $100 to $250 per machine if he places his order prior to January 1st. Orders for any of the above models will be accepted at the old prices until January 1st provided delivery is specified prior to April 1st, 1929.

RUMIDOR CORPORATION DIVIDEND

The Board of Directors of the Rumidor Corporation has declared an initial quarterly dividend of 62½ cents a share on the common stock of the company, payable January 15, 1929, to stockholders of record December 15, 1928, thus placing the common stock on a $2.50 annual basis.

LIGGETT & MYERS DIVIDEND

The Board of Directors of Liggett & Myers Tobacco Company last week declared a quarterly dividend of 1¾ per cent. on the preferred stock of the company, payable January 1, 1929, to stockholders of record on December 10, 1928.

WAITT & BOND EARNINGS INCREASE

Waitt & Bond., Incorporated, Newark, N. J., manufacturers of the "Blackstone" cigar, reports net income of $488,304 for the nine months ended September 30, 1928, after Federal income taxes, a gain of $60,167 over the corresponding period of 1927.

REYNOLDS METAL DIVIDEND

The Board of Directors of the Reynolds Metal Company of Louisville, Ky., have declared an initial quarterly dividend of $1 on the preferred stock of the company, payable December 1st, to stockholders of record November 21st.

CUBAN GOVERNMENT TO ADVERTISE

(Continued from page 3)

" 'Always Look for the Green Label.'

"This program is another indication of President Machado's businesslike and progressive campaign to relieve his country from too great dependence upon its sugar crop and thereby to bring about a more rounded development of Cuban industries."

"Chesterfield—if you please!"

This is one of a series of "ads" running in the principal daily newspapers of every state.

READ IT

There is no double meaning, no half-truth, no false note in what we say, for to us, signing an advertisement differs in no way from signing a contract.

Liggett & Myers Tobacco Co.

Mild enough for anybody . . . and yet they Satisfy*

*WHEN we sign our name to a statement in an advertisement, we mean just that. To us, signing an advertisement is in no way different from signing a contract.

There is no double meaning, no half-truth, no false note in our statement that Chesterfield cigarettes are mild enough for anybody—and yet they satisfy.

Liggett & Myers Tobacco Co.

News from Congress

(Continued from page 8)

detailed examination and testing of each shipment. cigar manufacturers, who feel that such action would enable the Cuban cigar industry to invade this market. Practically every other industry producing commodities capable of being shipped by parcel post sought the aid of Congress in securing the treaty, but their arguments were not sufficient to outweigh those of the cigar manufacturers. It is probable, however, that another attempt to repeal the statute will be made this session.

Among the matter now pending before Congress are bills on the maintenance of resale prices for trademarked articles, which is a question which has been before Congress for a number of years. Enactment of the bill has been prevented by fear that its provisions would serve to increase prices to consumers, although proponents of the measure declared such would not be the case, but that manufacturers would be protected against the operations of cut-price merchants.

There are also pending a number of tariff bills, but it is not likely that anything will be done with the tariff until the next long session wich convenes in December, 1929. It takes approximately eight months for the enactment of tariff legislation, and the next session will be limited to three months. Closely connected with the question of tariff, although capable of being acted upon separately, is the establishment of foreign trade zones in the major ports of the United States, into which foreign raw materials could be imported free of duty for manufacture into finished goods for export.

Revision of the trade-mark laws, so as to consolidate them and remove some of the provisions which have been found unsatisfactory, was passed by the House but failed of action in the Senate. Another bill of importance would make punishable the transportation of stolen property in interstate commerce. This measure has the backing of business men generally. It follows the line of the Dyer Act penalizing the interstate transportation of stolen automobiles, under which the Government has been successful in recoving a large number of stolen cars.

Amendment of the bankruptcy laws in conformity with the recommendation of the Department of Justice, the control of interstate motor passenger and freight transportation lines, and the elimination of bribery and corrupt practices in business also are pending.

It is to be expected, of course, that a number of measures of interest to the industry will be introduced during the coming session, but few of them will be of sufficient importance to merit the prompt consideration they must receive if they are to be enacted by March 4.

Position of the Wholesaler Being Studied

Validity of the position occupied in the industrial field by the wholesaler or middleman is being studied by committees of the National Wholesale Conference, meeting in Washington, under the auspices of the United States Chamber of Commerce. The work has been undertaken by a number of business men of wide experience, representing many lines of commercial, industrial and financial activity and coming from all sections of the country, who will deal not only with the work of the wholesaler but with the function of wholesaling as carried on by manufacturers, chain store and mail order house operators.

"Distribution is playing a part of growing importance in merchandising," it is declared by W. M. G. Howse, of Wichita, Kans., chairman of the conference. "While there has been constant hammering on production costs, there has been neglect of selling costs. While making the production of an article cost a penny less we have let it cost a nickel more to sell it, meet competition and induce consumers to buy it.

"Partly through new developments, such as the chain store, and partly through some unskillful tampering with the delicate machinery, this vast distributing process has got some of its gears thrown out of mesh. Symptoms of acute disorders which might become chronic have become manifest.

"Caught between the two great forces of production and consumption has been, among others, the wholesaler. Some schemes have been developed calculated to supplant him entirely in the distributive process. Manufacturers, impatient for volume, have undertaken, in a pursuit of economic black magic, to dispense with the wholesaler's traditional service. Retailers, eager for wider margins of profit, and consumers rendered suspicious of the hapless middleman by having absorbed much political pap and quackery, have tinkered with the possibilities of an economic Utopia in which the matter-of-fact wholesaler has no part.

"Wholesalers have been glad of the chance to get at the sources of all the hallucinations and to map out a course that would give due recognition to all the interests involved, particularly those of the consuming public."

Smaller Paper Money Next July

Smaller paper money, more in keeping with the reduced purchasing power of the dollar, will be put in circulation by the Treasury Department July, next, it has been announced. All kinds of currency except National bank notes and all denominations from $1 to $20 will be included in the initial issue, and it is probable that the higher denominations of gold certificates and Federal reserve notes will be issued at the same time.

The manufacture of the present-size currency by the Treasury will cease about April 30, 1929, and thereafter for two months the currency demands of the country will be met from stocks of new or circulated old-size. This may for a short time involve the circulation of notes that would ordinarily be retired because of their condition, but to continue issuing the present-size notes after May 1 would be a waste of money, since they would be in circulation for only a few weeks.

Pirating of Trade Marks in Foreign Countries Great Detriment to American Business

Prevention of the pirating of American trade marks calls for constant vigilance on the part of the foreign commerce service, and is one of the many forms of hard-to-combat competition which the American exporter encounters, according to the annual report of Dr. Julius Klein, director of the bureau of foreign and domestic commerce, just submitted to the Secretary of Commerce.

The bureau's foreign officers are vigilant in their efforts to detect these unfair practices, such as the piracy of trade marks, misleading imitations and other means of distributing spurious merchandise, but there is need for the gathering of additional information, a service which the individual manufacturer cannot per-

(Continued on Page 18)

SAM LEVINE DIES AFTER OPERATION

SAMUEL W. LEVINE, for many years associated with the leaf tobacco firm of H. Duys & Company, Incorporated, New York City, died on Saturday, November 10th, at Mt. Sinai Hospital, in that city, following an operation for the removal of one of his kidneys a short time before.

Immediately following the operation Mr. Levine was believed to have withstood the ordeal in excellent shape and to be on the road to recovery, but later on pneumonia developed which resulted in his death.

Mr. Levine was the son of a cigar salesman, and he began his own business career as a traveling salesman for the firm of Bondy & Lederer. About 1900 he became associated with Jose Vilar and formed the firm of Jose Vilar & Company, manufacturers of clear Havana cigars. About two years later Mr. Levine joined the forces of E. H. Gato Cigar Company, as their representative. A short time later he joined the sales force of H. Duys & Company and remained with this firm until his death.

Funeral services were held on Monday morning, November 11th, at the West End Funeral Chapel, Rev. Dr. Stephen S. Wise officiating.

He is survived by his daughter, Mrs. Dorothy Klein; two brothers, who are also members of H. Duys & Company, salesforce, Mark A. and Ralph G., and two sisters.

He was fifty-one years old.

CONGRESS STOCK ON $5 BASIS

The board of directors of the Congress Cigar Company, Inc., at their meeting this week declared a quarterly dividend of $1.25 a share, payable December 31st to stockholders of record December 14th, thus placing the stock on a $5 annual basis.

Previously the board has declared a regular dividend of $1 and an extra of twenty-five cents.

IMPORTED CIGAR CORPORATION GETS CHARTER

A new corporation has just been granted a charter in the State of Delaware, to be known as The Imported Havana Cigars Corporation, of Jersey City, N. J. The corporation is capitalized at $300,000, and the charter was obtained through the Register and Transfer Company.

PORTO RICO-AMERICAN TO CONSIDER RESUMPTION OF DIVIDENDS

The Board of Directors of the Porto Rico-American Tobacco Company will meet on December 6th to consider the resumption of dividends on the Class A shares, which are cumulative at the rate of $7 annually. The last dividend on this Class A stock was paid on January 10, 1928, on the 101,875 shares outstanding, and there is now an accumulation of $5.25 a share due.

The Porto Rico-American Tobacco Company owns 200,000 shares of the 350,000 outstanding shares of the capital stock of the Congress Cigar Company.

SYLVESTER AND WEISS IN HAVANA

A. L. Sylvester, who recently resigned from the American Cigar Company, and N. Weiss, who is head of the manufacturing department of that Company, are at present spending some time in Havana.

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
H. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York, City ... Secretary and Treasurer

MOUNTAIN ADVERTISES CIGARETTE

A cigarette advertisement now streams across the side of a sacred mountain of the ancient Aztecs, near Mexico City, Mexico, where centuries ago votive fires blazed perpetually to strange gods, and human sacrifices died in agony.

Huge white letters formed of stones cemented in the mountain side, and visible for many miles across the valley of Mexico, urge the use of a native brand of cigarettes.

M. MARSH & SON SELL ADDITIONAL STOCK

J. D. Merriman & Co., of Wheeling, W. Va., have announced the sale privately of 27,000 shares of Class A stock and 51,000 shares of Class B stock, both of no par value, of M. Marsh & Son.

M. Marsh & Son is one of the oldest and largest manufacturers of stogies in the United States, its origin dating back eighty-eight years.

BRADY RECUPERATES IN ATLANTIC CITY

The many friends of J. Reynolds Brady will be glad to know that he has sufficiently recovered from a recent operation that he was able to spend Thanksgiving Day at Atlantic City.

Everybody will be glad to see "Jim" making his regular calls on the trade again.

UNITED CIGAR STORES REALIZE THERE'S MORE PROFIT IN CIGARS

THE following article was written by John F. Whelan, vice-president of the United Cigar Stores Company, and appeared in their magazine, "The United Shield," which is circulated among the employees of their chain, and shows conclusively what can be done in the way of increasing cigar sales by concerted effort:

"Our October cigar campaign has only just finished its course, and therefore we are not in a position to quote figures upon the final outcome. But enough is known from our cigar sales of the first three weeks of the month to justify a certain degree of optimism as to the general results of our greatest thirty-day cigar campaign.

"Regardless, however, of how good our October cigar month turns out, it would be a great mistake to become self-satisfied with the gain made however big it may be—to an extent that causes even a slight letdown on our cigar campaigning.

"No matter how big a cigar increase the month may show, it must be remembered that, after all, October represents only one-twelfth of the big 1928 cigar drive, started last January to make good on the pledge made by our zone managers, on behalf of their salesmen, of a ten per cent. increase on cigars for the year.

"Then, too, the two biggest cigar months of the year are just ahead. November and December offer almost unlimited opportunities for increasing our cigar business. December, in particular, because of the extremely large ratio of box buying on double certificate days and during the holidays, easily eclipses any other two months of the year.

"During the 1927 holiday period we broke all previous records on cigar sales, which shows what can be done when we set our minds on it. But, by the same token, that good 1927 record is going to put us all to the acid test if we are to beat it by ten per cent. during the 1928 holiday period—a thing we must do to reach the ten per cent. total increase promised for the year.

"Our cigar increases up to September 30 show our gain for the first nine months to be a fraction less than ten per cent., which the October cigar drive figures will probably bring up to the full ten per cent. or a little better. That gives us an even start on November and December, but with no margin to spare in case we fall short during those months.

"What I am trying to emphasize here is the urgent necessity for a flying start on November 1 with the determination to hold to our ten per cent. increase, or to better it if possible. On the other hand, there is something to be said for our chances of maintaining the increase in those last two months. For example:

"The ten per cent. gained up to this time is a sure indication that we have got at least ten per cent. more cigar customers to do it with than we had last year, to say nothing of the new customers we will gain as we go along through the rest of the year.

"So, if we maintain the cigar effort we have already put forth, it is a fair supposition that the end of 1928 will see the realization of our long-worked-for ten per cent. increase—with probably something to spare.

"Personally, I am optimistic that it will be made, but at the same time I know optimism without effort gets nowhere. It is the work that counts, and we are all interested in making it count.

"In conclusion, I want to say that every effort of the cigar department, and of the executives of the company, has this year had as its object the complete co-operation with United stores and agencies with a view of making the ten per cent. cigar increase a reality. The fact that up to this time the promise has been kept is conclusive evidence of its support by store and agency men.

"The zone managers' promise was made to me, for the company, and I can not let this opportunity pass to express my thanks for the whole-hearted loyal way in which you, the men behind our store and agency counters, have kept that promise, which stands today practically one hundred per cent. fulfilled.

"Let me also add that during the next two busy months the cigar department is going to be at your service as never before and that every request that will help to increase our cigar business is going to receive prompt and favorable consideration.

"Do not fail to call upon us for whatever service you may need."

WHELAN DRUG COMPANY LEASES STORE AT ELEVENTH AND CHESTNUT STREETS

MASTBAUM BROTHERS & FLEISHER, real estate brokers, representing the Whelan Drug Company, Inc., which recently purchased the building at the southeast corner of Eleventh and Chestnut Streets, from the Brientnall estate, have purchased from Walter G. Becker his long-term lease on the premises. The Whelan Drug Company, Inc., will occupy the entire ground floor and basement of the premises as their first drug store opened in Philadelphia, taking possession in February, 1929.

It is understood the Whelan Drug Company, Inc., is controlled by the United Cigar Stores Company of America, and this is the first location it has taken in Philadelphia.

F. Griffiiths is president of the Whelan Drug Company, Inc. It is understood the consideration in both transactions was approximately $600,000.

ROTHSCHILD RETIRES FROM CULLMAN BROTHERS

Harry S. Rothschild, a director and treasurer of Cullman Brothers, Inc., leaf tobacco dealers, of Water Street, New York City, has tendered his resignation to that company, effective January 1st, 1929.

Mr. Rothschild will at that time become associated with the present officers of the Stern-Mendelsohn Company, which also deals in leaf tobacco.

The officers of the Stern-Mendelsohn Company, and Mr. Rothschild have purchased the interest of Cullman Brothers in the Stern-Mendelsohn Company, and Joseph Cullman, Jr., will resign as president of the latter company at the end of this year, at which time new officers and directors will be elected.

EXTRA FOR GEO. W. HELME COMPANY

The Board of Directors of the George W. Helme Company, of New York, snuff manufacturers, have declared an extra dividend of $2 on the common stock of the company and the regular quarterly dividend of $1.25. Also, the regular quarterly dividend of $1.75 on the preferred stock.

All three dividends are payable January 2nd to stockholders of record December 11th.

MENGEL COMPANY TO INCREASE STOCK

The Mengel Company, of Louisville, Ky., have notified the New York Stock Exchange of a proposed increase in the authorized common stock of the company to 400,000 shares from 340,000 shares.

CIGAR PRODUCTION GAINS IN OCTOBER

THE following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of October, 1928, and are issued by the Bureau. (Figures for October, 1928, are subject to revision until published in the annual report):

Products		*October*	
Cigars (large)		*1927*	*1928*
Class A	No.	312,197,420	352,414,890
Class B	No.	75,938,573	70,993,593
Class C	No.	275,778,528	275,986,080
Class D	No.	19,226,203	18,988,453
Class E	No.	5,780,479	4,935,034
Total		688,921,203	723,318,050
Cigars (small)	No.	34,964,213	41,268,707
Cigarettes (large)	No.	1,059,511	868,369
Cigarettes (small)	No.	8,552,397,090	9,921,536,623
Snuff, manufactured	lbs.	3,519,962	3,656,476
Tobacco, manuf'd	lbs.	30,472,467	31,676,928

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplement to the October Statement of Tax-Paid Products

Tax-paid products from Porto Rico for the month of October:

Products		*October*	
Cigars (large)		*1927*	*1928*
Class A	No.	11,909,940	13,268,065
Class B	No.	566,350	753,950
Class C	No.	2,856,310	3,084,510
Class D	No.	10,000	
Class E	No.	1,000	
Total		15,343,600	17,106,525
Cigars (small)	No.	500,000	1,040,000
Cigarettes (large)	No.	450,000	500,000
Cigarettes (small)	No.	24,400	55,290

Tax-paid products from the *Philippine Islands* for the month of October:

Products		*October*	
Cigars (large)		*1927*	*1928*
Class A	No.	18,641,925	16,868,220
Class B	No.	257,383	352,953
Class C	No.	40,866	116,826
Class D	No.	1,226	1,100
Class E	No.		2,600
Total		18,941,400	17,341,699
Cigarettes (large)	No.	5,000	
Cigarettes (small)	No.	130,920	61,900
Tobacco, manuf'd	lbs.	44	90

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales for the month.

Supplement to the October Statement of Internal Revenue Collections:

Objects of taxation	*First four months Fiscal year*	
	1928	*1929*
Tobacco manufactures:		
Cigars	$8,999,111.96	$8,738,934.80
Cigarettes	105,486,583.10	118,226,759.51
Snuff	2,493,684.02	2,359,699.61
Tobacco, chewing and smoking	21,913,559.75	21,448,087.39

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

MEN WHO SMOKE AND GUARD THEIR HEALTH SMOKE CIGARS

Here's the most unselfish advertising idea (in newspapers everywhere) ever developed for the Cigar Industry—selling MORE cigars for every brand and MOST for the best advertised and largest selling high grade cigar in America—

"Over a Million a Day"

CONGRESS CIGAR CO., Inc., Philadelphia, Pa.

LA PALINA

CIGAR

PENNSYLVANIA AND TOTAL CIGAR LEAF CROP SHOWS DECIDED INCREASE

ACCORDING to the Pennsylvania-Federal State Crop Reporting Service, the Pennsylvania tobacco crop is curing very nicely, and quality, although somewhat impaired in some localities by rust, fire blight, pole burn, and wind and hail storms, is only 1 per cent. below the average for the last ten years, and 2 per cent. below the quality of last year's crop.

It is early to estimate yield, as the tobacco has not been stripped, but it promises to be at least heavier than the five-year average. Estimated production exceeds last year's harvest by over two and one-third million pounds.

Production of cigar-leaf tobacco in the United States this year is 22,403,000 pounds in excess of last year's harvest. This increase was partly due to an increase in acreage brought about by the generally favorable prices of 1927.

The weather in Connecticut during October was not favorable for handling the crop, but the estimated production is over three and one-half million pounds more than last year. The Wisconsin crop is curing well and most of it is of fine quality, over thirteen million more pounds having been grown than the year previous.

Total production of tobacco in the United States, 1,346,566,000 pounds, is an increase of 11.1 per cent. compared with production in 1927. Paducah production has increased 60 per cent. and Burley 44 per cent.

Following is the production by States and districts:

	—Production—		Quality 1926
State	1927 1000 lbs.	1928 1000 lbs.	Crop P. C.
Massachusetts	8,683	9,855	85
Connecticut	28,886	31,250	85
New York	960	1,080	82
Pennsylvania	44,880	47,250	89
Ohio	24,652	29,600	84
Indiana	6,384	13,448	83
Wisconsin	33,170	46,375	89
Missouri	3,850	4,000	91
Maryland	26,176	23,680	72
Virginia	127,971	111,852	64
West Virginia	6,000	6,300	81
North Carolina	485,300	464,750	69
South Carolina	75,920	78,551	57
Georgia	59,088	84,376	66
Florida	8,228	9,929	69
Kentucky	202,269	299,577	84
Tennessee	68,484	84,288	83
Louisiana	400	405	85

Types	1927 Pounds	1928 Pounds
Flue cured	716,333,000	711,087,000
Fire cured:		
Virginia	26,560,000	22,750,000
Clarksville and Hopkinsville	63,000,000	79,000,000
Paducah	18,000,000	28,965,000
Henderson	4,200,000	5,250,000
Total fire cured	111,760,000	135,965,000
Air cured:		
Burley	180,659,000	260,466,000
Maryland & Ohio Export.	27,026,000	24,680,000
One Sucker	13,056,000	22,250,000

CROOKS SHOP EARLY FOR CHRISTMAS LOOT

THE PERPETRATORS of business frauds have taken to heart the admonition about doing Christmas shopping early, according to the National Association of Credit Men, which today issued a warning to member firms against the expected rush of Christmas buying by credit fraud artists.

Buying habits of credit racketeers have been charted by the association on the basis of fraud cases investigated by its credit protection department during the last three years, according to Dr. Stephen I. Miller, executive manager of the association. In general, he said, the chart shows that crooks do their heaviest buying from wholesalers and manufacturers when legitimate retailers are stocking up for the fall and Christmas trade.

"The peak of buying by dealers planning fraudulent failures," Dr. Miller said, "comes a little later, during the latter part of November and early December, when unusual stress is placed upon credit departments by heavy reorders of Christmas goods.

"Large orders by credit fraud artists are reflected a month or two later in complaints made to the association by firms which have been defrauded. Normally, requests for investigations start increasing in the early fall, and reach their peak in January or February.

"This year, for the first time, fraud cases have failed to show their usual fall increase. Complaints of fraud received by the association during September and October were more than 30 per cent. fewer than during the same months last year.

"The decrease in the number of fraud schemes reported," Dr. Miller said, "follows closely a decrease in the percentage of cases found, after investigation, to warrant prosecution. Both results indicate that the punitive drive on business criminals is bearing fruit. Convictions of nearly 600 commercial crooks secured by the National Association of Credit Men co-operating with Federal and State authorities have discouraged others from taking their places."

PHILIP MORRIS PROFITS

Profit of Philip Morris & Company, Limited. Incorporated, for the six months ended September 30, 1928, is reported as $223,237, before provision for Federal taxes.

Types	1927 Pounds	1928 Pounds
Green River	18,110,000	25,232,000
Virginia Sun	5,550,000	5,621,000
Total air cured	244,351,000	338,249,000
Misc.—Louisiana	400,000	405,000
Cigar:		
Conn. Val. (binder and wrapper)	37,569,000	41,105,000
New York (binder)	960,000	1,080,000
Pennsylvania (mostly filler)	44,880,000	47,250,000
Georgia-Florida (filler and wrapper)	5,303,000	6,500,000
Ohio-Indiana (filler)	16,575,000	18,550,000
Wisconsin (binder)	33,170,000	46,375,000
Total cigar	138,457,000	160,860,000
Total, all types	1,211,301,000	1,346,566,000

LOOK TO YOUR MOISTENERS

WE feel that too much attention can not be given by the retailer at this season of the year to their moisteners. In our opinion, a certain amount of the decline in the cigar consumption has undoubtedly been caused by a lack of attention on the part of the retailer towards seeing that the cigars in his cases, and on his shelves as well, are kept in the proper condition.

A smoker who has purchased a few cigars and placed them in his pocket and then found, on offering one to a friend, that the wrapper had become broken and loosened on all of them because of a lack of moisture, can hardly be blamed for becoming disgusted and turning to some other method of smoking his tobacco.

Aside from the greater liability of breakage in a very dry cigar, there is also the very great difference in the taste of a dry cigar and one that has never been allowed to dry out, for although cigars that have become dry can be reconditioned in so far as the moisture content is concerned, the flavor and aroma that was in the cigar at the time it was manufactured can never be returned to it by the addition of a little moisture, after it has once become dried out.

And so we repeat, pay particular attention to your moisteners during the season of the year when artificial heat is being used in your stores and storerooms.

NEW "RALEIGH" CIGARETTE INTRODUCED

The Brown & Williamson Tobacco Company, of Winston-Salem, N. C., which is controlled by one of the large British tobacco companies, has placed on the market their new product, "Raleigh" cigarettes, manufactured to retail at twenty for twenty cents.

These new cigarettes are not packed in the popular cup package, but are in a box containing two compartments, with ten cigarettes in each compartment. The packing is called the "Wallett" and each set of ten cigarettes is wrapped in tinfoil, which is easily removed so that the cigarettes are readily accessible but are carefully protected from being crushed in the pocket.

MOTHER OF RICHARD BYTHINER DIES

Mrs. Bertha Bythiner, widow of Louis Bythiner, and mother of Richard and W. W. Bythiner, passed away at her home, 1625 Butler Street, on Friday, November 9th, following a heart attack.

Richard Bythiner is associated with the leaf tobacco firm of E. Rosenwald & Brother, of New York City, and his brother, W. W. Bythiner, conducts the business of Louis Bythiner & Company, at 212 North Second Street, leaf tobacco brokers, which was founded by his father.

Mrs. Bythiner was seventy-eight years of age and had been in ill health for more than a year.

WIDMAN'S SMOKE SHOP ROBBED

Widman's Smoke Shop, at 4655 Frankford Avenue, was robbed of $109 on Monday night of last week by two bandits, who entered the store and while one of them covered the clerk, William Lipschultz, with a pistol, the other emptied the cash register.

The two bandits then left the store after warning the clerk to make no outcry and escaped in a waiting automobile.

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

WILL PAY CASH FOR JOB LOTS OF CIGARS—Send sample or prices and description. Rodriguez Cigar Co., 1814 Park Ave., New York City.

HAVING LOCATED IN DALLAS, TEXAS, WOULD LIKE TO hear from Cigar Factories making Class C and up, requiring representation in this live State with its many growing cities. Must be exceptionally high class merchandise, because the "Big Boys" are certainly after the business down here too, and goods must be attractive propositions to even get a hearing with the better class jobbers.

Would also like Specialties suitable for carrying with cigars as side line. What have you? Address John H. Baker, 3400 Cole Avenue, Dallas, Texas.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

STRIPPER FOREMAN DESIRES POSITION. Experienced in Handling all Grades of Tobacco. Can handle large productions. Familiar with stripping machines. Willing to go out of town. Address Box 522, "The Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

PARK & TILFORD EARNINGS

Profit of Park & Tilford for the third quarter of 1928 was $355,757, against $440,575 in the preceding quarter. Profit for the first nine months of 1928 was $1,017,077, before charges for Federal taxes.

Stock of Park & Tilford, Inc., was listed on the London Stock Exchange last week.

DUNHILL INTERNATIONAL INCREASES STOCK

Stockholders of Dunhill International, Inc., last week approved an increase in the capital stock of the company to 200,000 shares of no par value from 125,000 shares. It is planned to offer the stock at $50 a share for subscription by stockholders on the basis of one share for every four shares now held.

Tobacco Merchants' Association Registration Bureau,

341 Madison Ave.
NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

THREE-THIRTY-THREE:—45,343. For cigars only. October 29, 1928. Cuesta-Rey & Co., Tampa, Fla.

ZEPELINA:—45,342. For all tobacco products. November 7, 1928. Consolidated Litho. Corp., Brooklyn, N. Y.

BILLY BEST:—45,346. For cigars. October 27, 1928. William Ratener, Camden, N. J.

SAF-TIP:—45,347. For cigars. October 31, 1928. Aden Eyster, York, New Salem, Pa.

HARRIMAN HALL:—45,348. For all tobacco products. November 14, 1928. Schwab Bros. & Baer, Inc., New York, N. Y.

B. B. BIG BOARD:—45,349. For all tobacco products. November 14, 1928. Schwab Bros. & Baer, Inc., New York, N. Y.

JOHN FRANCIS:—45,350. For all tobacco products. November 15, 1928. Consolidated Litho. Corp., Brooklyn, N. Y.

LA SADINAY:—45,351. For all tobacco products. November 9, 1928. Harry Berkowitz, New York, N. Y.

RE-REGISTRATIONS

GARCIA CHICO:—45,344. For cigars, cigarettes, cheroots and tobacco. Registered October 25, 1928, by the Consolidated Litho. Co., Brooklyn, N. Y.

PEARLIDORA:—45,344. For cigars, cigarettes and tobacco. Registered October 25, 1928, by the Consolidated Litho. Corp., Brooklyn, N. Y.

TRANSFERS

EL TREBOW:—43,969 (T. M. A.). For all tobacco products. Registered September 30, 1924, by the Moehle Litho. Co., Inc., Brooklyn, N. Y. Transferred to the Trebow Cigar Co., Philadelphia, Pa., and re-transferred to the Stein Cigar Mfg. Co., Philadelphia, Pa., November 3, 1928.

MONET:—31,943 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered July 13, 1906, by Schmidt & Co., New York, N. Y. Transferred by Consolidated Litho. Corp., Brooklyn, N. Y., successors to the original registrants, to Carlos Garcia & Co., Brooklyn, N. Y., November 16, 1928.

A. SANTAELLA RETURNS TO TAMPA

A. Santaella, of A. Santaella & Company, manufacturers of the popular "Optimo" cigar, who has been spending some time in the North, has returned to Tampa where he will turn his attention to the matter of seeing that his factories produce enough cigars to meet the tremendous demand at this season of the year.

Yahn & McDonnell are the local distributors of the "Optimo" brand here, and they report them at the head of the list in volume of sales, and showing a steady increase.

REYNOLDS MEETING DECEMBER 6

When the board of directors of the R. J. Reynolds Tobacco Company hold their meeting on December 6th, it is expected, in financial circles, that they will take some action on capital adjustment.

NOW IS THE TIME TO TALK TO YOUR CONGRESSMAN ABOUT RESALE PRICE BILL

EDMOND A. WHITTIER, secretary-treasurer of the American Fair Trade Association, of New York City, warns all members of the trade that

Now Is STILL THE TIME to talk with your Congressman about the Capper-Kelly Resale Price Legislation Bill.

President-elect Hoover, during his administration of the Department of Commerce, constantly indicated the same comprehension of the economic evil of predatory price cutting and other questions underlying the demand for resale price legislation, which his speech of acceptance and later campaign utterances have demonstrated.

Mr. Hoover has repeatedly advocated rigid adherence to our governmental policy of "rugged individualism" and urged the need of protection of the smaller business man from unfair commercial practices, as a matter of social and vital public interest.

TAKE TIME TO TALK TO YOUR SENATORS AND CONGRESSMEN AND SECURE THEIR SUPPORT.

News from Congress

(Continued from page 12)

form for himself, to enable American industry to take speedy and effective action to protect itself against loss of good will in established and potential markets. In many countries, it is pointed out, the mere registration of a trade mark without protest bestows upon the registrant the exclusive right to its use there and enables him to exact royalties for any business conducted in the country under that mark.

There are a number of other problems in the solution of which the assistance of the Government is necessary, the report declares. Among these is the need for simplication in the terms and phrases in which trade is conducted. There are hundreds of terms and practices in vogue in industry and distribution which, because of the absence of a uniform understanding of their meaning, cause the producer, the distributor and the consuming public hundreds of millions of dollars annually. Lack of generally accepted, authoritative definitions of trade documents, terms and practices causes constant interruption to business, entails expensive arbitrations and law suits, and leads to strained commercial relations.

Another important matter is that of certification of products. It is pointed out in the report that quality has been the foundation on which much of our foreign trade has been built, and producers and distributors feel that if further studies could be made within the department and selected trade associations approached on the possibility of developing a system of certification by the trade association concerned that exported goods are in accord with given specifications, recognition of this certificate by customs authorities in foreign countries might then be sought. This would serve a double purpose; on the one hand it would encourage the adoption of standard specifications in many lines of American manufactures and, on the other hand, acceptance by foreign customs authorities of such certification would considerably facilitate the clearance of American goods by making unnecessary

BUYERS' GUIDE

CIGAR BOXES

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MANUFACTURERS OF
CEDAR SAW — HIGH GRADE CIGAR BOXES — END PLANING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
TEL. ASHLAND 6342 — ESTABLISHED 1875.
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CIGAR BOXES
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IN THE
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PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
607 Shelby Street :: DETROIT, MICH.
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

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LABELS-BANDS-ADVERTISING
WINDOW TRANSPARENCIES
Quality Service
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Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
Manufactured by
GEORGE W. HELME CO.
111 Fifth Avenue, New York

SMOKE
DILL'S BEST
"It's A Mighty Fine Pipe Tobacco"
If your jobber is unable to supply you, write us direct and state size desired. Give us the name and address of your jobber.
10c 15c 25c 75c $1.50 SIZES
J. G. DILL CO. Richmond, Va.

WAKE UP!

QUALITY DOES IT!

The better five cent Manilas show values that are thoroughly convincing. Each exhibit of these attractive hand made all long filler cigars is establishing new business. Given opportunity to try the finer Manilas, wise smokers proceed to buy.

CUSTOMERS COME BACK FOR MORE

From West to East the testimony is that an honest Manila, "positively" is the best cigar obtainable for a nickel. In thousands of stores in the United States today, "better Manila business" is a happy realization. **A marked improvement in Manila trade is reported in many parts of the country.** Preferred sizes of dependable brands going to the retailer for $35 per M, or more, have largely increased sales.

BUT CIGAR BUSINESS ISN'T ASSOCIATED WITH MAGIC

Every live dealer knows how necessary it is to feature brands. Wholesalers and retailers should understand how desirable it is to specialize in good merchandise. It pays to call attention to meritorious cigars that can be sold profitably at popular prices. Successful selling is preceded by the right selection of stock.

Get The Better Manilas!

Information furnished cheerfully by

THE MANILA AD AGENCY

C. A. BOND, Manager

15 WILLIAM STREET, NEW YORK

DECEMBER 15, 1928

VOLUME 48 No. 24

THE TOBACCO WORLD

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To Assure A Full Crop of PORTO RICAN TOBACCO For the Coming Year

The growers will need the cooperation of the manufacturers, jobbers and dealers in the States. With their fields severely damaged by the recent hurricane, the growers are faced with the stupendous problem of reestablishing themselves in time to meet the 1929 demands.

Help them by estimating your needs and contracting as far in advance as possible. The growers want to serve you, to give you a product which the public demands. Only with your aid will they be able to produce a full crop of Porto Rican tobacco for next year at a reasonable price.

Make Your Contracts NOW

Give the Porto Rican Tobacco growers the practical help of which they stand in urgent need.

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

1457 Broadway M. T. SALDANA, General Manager New York, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST., PHILA., PA.

FOR BETTER DISPLAYS *and* A BETTER PRODUCT

Cigar dealers prefer to sell cigars packed in WOODEN BOXES because they fit perfectly in the showcase . . permit better displays . . and keep the product in its best condition.

Cigar smokers prefer to buy cigars from WOODEN BOXES because the whole cigar is seen at a glance . . and selection is easy and quick.

It is good business to cater to the dealer and consumer by packing your cigars in WOODEN BOXES.

After all nothing satisfies like a good cigar

The Best Cigars Are Packed in WOODEN BOXES

Volume 48 — Number 24

THE TOBACCO WORLD

Established 1881

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

$2.00 a Year — PHILADELPHIA, DECEMBER 15, 1928 — Foreign $3.50

CULLMAN TO ASK FOR TARIFF REDUCTION ON JAVA AND SUMATRA LEAF

HOWARD S. CULLMAN, vice-president of the firm of Cullman Brothers, leaf tobacco dealers, of New York City, has signified his intention of going before the ways and means committee when they convene after the first of the year to urge that the tariff be reduced on the importation of Java and Sumatra leaf into this country.

Mr. Cullman has addressed the following letter to the survey committee appointed at the last convention of the National Cigar Leaf Tobacco Association, held in Dayton, Ohio, last June:

"December 4, 1928

"Dear Sir: At the National Cigar Leaf Tobacco Association convention held in Dayton last June a survey committee was appointed to offer a program on the possibilities of increasing cigar production.

"The subscriber has just been advised that the Republican members of the ways and means committee have decided to begin hearings on a proposed new tariff bill starting Monday, January 7. It is quite likely that, among other schedules that will be discussed, tobacco wil be included. I would respectfully ask you if it would be agreeable if, from the survey committee an executive committee was formed, consisting, for geographical reasons, of the following: Nathan Bijur, Joseph Mendelsohn, Louis Leopold, Howard S. Cullman.

"I would also like your candid and frank opinion regarding your views respecting your constituents on the advisability of, at this time, recommending a reduction in the duty on imported Sumatra and Java tobacco to a pre-war basis.

"I am sure you will appreciate that, for the benefit of the American farmer on the whole, a decreased duty would probably mean an increased buying capacity by the manufacturers for his binder and filler requirements. I am sure you will equally appreciate that increased purchasing power by the manufacturer for better raw material on a five cent product should, to a large extent, stimulate both production of this class of merchandise as well as give the manufacturers of same a legitimate profit, which is difficult under present conditions with increased costs.

"We certainly cannot recommend any measure that will tend to give the American farmer a lower return on his labor or the American workman a lower return for his application. It is my opinion that a decreased duty on Sumatra and Java tobacco would, under average growing conditions, give the farmer an incentive to increase his acreage in the production of tobacco which today is discouraged, due to the fixed limitations which manufacturers on account of the duty and other items are unable to give them.

(Continued on page 18)

EISENLOHR PLAN TO INCREASE CAPITAL

ACTION was taken yesterday by stockholders of Otto Eisenlohr and Brothers, Incorporated, to increase the common stock of the company from $6,000,000 to $12,500,000 and to change the corporate title of the company to Webster, Eisenlohr, Incorporated.

The issue of stock consists of 260,000 shares of common stock with a par value of $25 a share.

It is proposed to use approximately 160,000 shares of the new authorization for the acquisition of stock in the following cigar manufacturing companies. B. G. Davis & Company, Incorporated, A. Santaella & Company, Incorporated, E. Kleiner & Company, Incorporated. The purchase of the above companies will include the popular cigar brands: "Marie Antoinette," "Girard" and "Optimo." The acquisition of the Park and Tilford brand of cigars is also contemplated.

The remaining 100,000 shares of the new authorization will be offered to the common stockholders at par to provide additional working capital for the company.

Mr. Schulte said that the production of Webster, Eisenlohr and the various companies that are being taken over will be distributed through 1400 United Cigar stores, 2200 United Cigar agencies and 300 Schulte stores. Anthony Schneider is first vice-president and general manager.

Robert G. Cunningham, secretary and treasurer of Otto Eisenlohr & Brothers, Incorporated, now Webster, Eisenlohr, Incorporated, tendered his resignation to the company's board. His offices were filled by the election of R. C. Kerfoot, as treasurer, and Jackson Kemper, as secretary. Mr. Kerfoot has been controller of the company and Mr. Kemper assistant treasurer. The latter will continue his duties as assistant treasurer. Julian Wattley, of New York, was elected third vice-president of the company.

Mr. Cunningham stated that he was withdrawing from the company to become associated with Charles J. Eisenlohr, former president of the Eisenlohr company, who retired in 1923 when the Eisenlohr family holdings in the company were sold.

"LUCKIES" ESTABLISH ANOTHER RECORD

The American Tobacco Company recently made an announcement to the effect that the sales of "Lucky Strike" cigarettes in the Jackson, Miss., territory during the month of November exceeded those of any previous November in the history of the company.

The company also announces that A. L. Locker, former Louisville sales representative for the company, has been placed in charge of the sales work in the Jackson, Miss., territory.

MISSISSIPPI TAX ON CIGARS AND CIGARETTES KILLED.

THE Tobacco Merchants Association of the U. S., which is ever on the watch and ready to help combat adverse legislation which affects the tobacco industry in any way, has sent out the following bulletin in reference to the Mississippi tobacco tax bill.

"The tax measure, providing for a 20 per cent. tax on cigarettes and a 10 per cent. tax on cigars, passed by the Mississippi Legislature for the second time this year, has again been vetoed by the Governor, and the veto, although overridden in the House, has been sustained by the Senate.

Returning with his disapproval, for the second time, a tobacco tax measure passed by the Mississippi Legislature at the 1928 Special Session, Governor Bilbo has dwelt at length upon the objections to this form of taxation. Declaring that "Of all the nuisance, obnoxious and tantalizing taxes ever proposed the cigar and cigarette tax is the worst," the Governor, among other things, said:

"This particular law as proposed in this Bill is an offense against every fair and just canon of taxation, and ought not to be for one moment tolerated.

"In the enforcement of this law, there must be daily and hourly attention upon the part of the taxpayers with continued annoyance to everyone who has to deal with it, and with all the tantalizing and obnoxious attentions no appreciable revenue will be realized. The attempt to enforce this law will most certainly produce a harvest of 'bootlegging' law violation and tax evasion. It will create disregard and contempt for all law and constituted authority; all being inimical to good citizenship.

"Furthermore, the experience of our sister States show us conclusively that these 'Tantalizing' and 'Nuisance Taxes' have not helped in the solution of their revenue problems, but have rather hindered because public attention has been diverted from the consideration of a sound and sane system to the censure and condemnation of the petty taxes which anger and annoy the public.

"After two years' experience with the tobacco tax, Louisiana promptly repealed it as unsatisfactory from every viewpoint. The repeal was carried in both the House and the Senate by a vote of over six to one.

"In the State of Oregon the question was submitted to a referendum and was defeated at the polls by two to one.

"With all due deference to the judgment and ability to prophesy on the part of the proponents of this particular Bill, I warn you now that the amount of revenue from its enforcement, if it becomes a law, will be disappointingly small, as shown by the results in other states. The amount of revenue obtained by such a law in Georgia and Arkansas has been a great disappointment to its advocates.

"The form of taxation as proposed in this Bill was abandoned by the Federal Government and the Treasury officials, have, without exception, condemned and have stated that all 'Nuisance' Taxes have been found evasive, impracticable and impossible of collection. The Secretary of the Treasury said: 'I am informed by those in charge of their administration that they are widely evaded and that such evasion cannot be stopped without the employment of a larger number of agents and

(Continued on Page 16)

RECORD CIGARETTE PRODUCTION THIS YEAR

ACCORDING to the Wall Street Journal the record figure of 106,000,000,000 cigarettes will be exceeded this year if domestic production in the final two months keeps pace with the rate of output for the first ten months. Previous high record output of cigarettes was attained last year at 97,176,607,484.

In the first ten months this year domestic output of cigarettes showed an increase of 9.3 per cent. over that of the corresponding period of 1927, totaling 89,864,438,408, compared with 82,212,393,567. This rate of gain compared with 8.6 per cent. increase in the period January-October, 1927, inclusive, over the corresponding period of 1926. For the full year of 1927, increase was 8.6 per cent over the preceding year.

October cigarette production of 9,921,536,623 was the second largest in the history of the business, exceeded only by August, 1928, production of 10,627,344,427. A gain of 16 per cent. over the October, 1927, output of 8,552,397,090 was recorded, the second largest increase this year over the corresponding month of 1927.

Following table shows percentage of increase in domestic cigarette production monthly this year over corresponding months last year:

January	15.1%	June	10.9%
February	13.9	July	17.5
March	5.5	August	13.9
April	*4.7	September	1.5
May	4.1	October	16.0

*Decrease.

The decrease in April was due to a technical consideration, a statement which becomes more or less obvious in the light of sharp increases in subsequent months. The question of appraisals for local taxation at the end of April probably influenced some of the large tobacco companies to reduce the number of tax-paid cigarettes on their floors.

The current year thus will see the old dream of 100,000,000,000 cigarettes a year realized. When a prominent tobacco man predicted this production a few years ago, he was believed to be a visionary. Undoubtedly, the growing use of cigarettes by women is accounting for the rapid and practically uninterrupted increase in production. While manufacturers hesitate to estimate the number of women smokers in the country, there is reason to believe the percentage of the total female population is small. However, advertising appeal is constantly being directed at them, and if it proves as efficacious as it has been to the masculine mind, increase in the use of this type of tobacco product by women should continue for many years.

October, in addition to being the second largest in the history of the industry, has the unique distinction of being the only month this year when all grades of tobacco products, reported in Bureau of Internal Revenue figures showed an increase over the corresponding month last year.

Production of cigars for the third month this year showed a reversal of form, and registered an increase over the corresponding month of 1927. Production of 723,318,050 cigars compared with 688,921,203 in October, 1927, was an increase of approximately 5 per cent. The only other gains this year were one of 0.12 per cent. in May over May, 1927, and one of 2.7 per cent. in February over February, 1927.

(Continued on Page 18)

Prices Will Be Advanced on January 1st on the following Universal Machines

THESE Universal Bunch Machines will reduce your stock and labor costs and greatly increase the production of your factory. They are simple to operate, do not require the attention of an expert mechanic, and their sound, sturdy construction assures long life at a minimum upkeep cost.

Model "L"

Universal Scrap Bunch Machine with Individual Motor Drive, ⅙ H. P. Motor and Folding Chair

Present price

$850

January 1st price $950.00

Suction equipment consisting of Suction Binder Table (when ordered with machine) $50.00. Individual, Direct-connected, Motor-driven Suction Fan $75.00.

These Stock Saving and money making *extras* should be ordered with your Model L's.

Model "S"

Universal (Non-blending Type) Long Filler Bunch Machine with Individual Motor Drive, ⅙ H. P. Motor and Two Folding Chairs

Present price

$1450

January 1st price $1650.00

Suction equipment consisting of Suction Binder Table (when ordered with machine) $50.00. Individual, Direct-connected, Motor-driven Suction Fan $75.00

These Stock Saving and money making *extras* should be ordered with your Model S's.

Model "T"

Universal (Blending Type) Long Filler Bunch Machine with Individual Motor Drive, ¼ H. P. Motor and Two Folding Chairs

Present price

$1750

January 1st price $2000.00

Suction equipment consisting of Suction Binder Table (when ordered with machine) $50.00. Individual, Direct-connected, Motor-driven Suction Fan $75.00

These Stock Saving and money making *extras* should be ordered with your Model T's.

LET us prove these Universal Bunch Machines to you with your own stock in your own factory under your own supervision on your regular run of work. Write for salesman or illustrated price folder and further information.

ORDERS for delivery prior to April 1, 1929 will be accepted at present prices up to January 1, 1929.

Orders received prior to January 1, 1929 will be subject to our terms of 2/10—net 30 days, *or convenient time payment terms in U. S. A. and Canada only,* F. O. B. our factory, Newark, N. J., U. S. A.

Any of these three Universal Bunch Making Machines will produce 450 to 500 well-conditioned, spongy, free-smoking bunches an hour—in every respect the equal of hand work.

Any size or shape of bunch, and both right and left hand bunches can be made on the same machine.

UNIVERSAL TOBACCO MACHINE CO.

40 East 34th St., N. Y. *Factory, Newark, N. J.*

PHILADELPHIA.

BAYUK'S ANNOUNCE WINNERS IN CONTEST

FOLLOWING their contest in which Bayuk Cigars, Incorporated, offered $3000 in prizes for the best letters received on "What Ripe Tobacco Means to Me," in which any person residing in Pennsylvania, New Jersey, Delaware or Maryland (except Bayuk employees) were at liberty to participate, the company this week announces that Raymond H. Ferrier, of Darby, Pa., is the winner of the first prize of $1000. Dr. Joseph Handler, of Philadelphia, is the winner of the second prize of $500; Fred M. Harburg, of Philadelphia, wins the third prize of $250, and Laurence C. Paul, of Philadelphia, wins the fourth prize of $100.

There is also four prizes of $75 each; five prizes of $50 each; ten prizes of $25 each, and thirty-five prizes of $10 each.

The contest opened on October 1st, and ended on November 24th, and during that time thousands of letters were received.

The judges were Mont. H. Wright, publicity director of the John B. Stetson Company; Charles Paist, past president of the Poor Richard Club, and Harold McClinton, managing editor of the *Pennac News*.

The thousands of letters received are an excellent testimonial to the popularity of Bayuk cigars, and this popularity has been showing a steady gain for many months.

"EL PRODUCTO" ANNUAL PARTY

The annual sales conference and party of the G. H. P. Cigar Company will be held in the Benjamin Franklin Hotel, at Ninth and Chestnut Streets, this year instead of the Adelphia as formerly, on December 27th, 28th and 29th.

An excellent program has been planned both for the business sessions and for the entertainment features. About two hundred and fifty representatives and guests are expected to be present.

BECKET STORE ROBBED

Early last Tuesday morning a taxi driver saw four men run from the cigar store of Samuel Becket, Thirteenth and Vine Streets, jump into a waiting automobile and speed away, and he immediately notified the Broad and Vine Streets police station, but by the time a policeman arrived the men had disappeared.

Mr. Becket discovered that $400 worth of cigars was missing and $5 from the cash register.

Y. AND M. FEATURE RUMIDOR

THE Yahn & McDonnell chain of retail stands is featuring the Rumidor humidor in a number of styles and sizes for the holiday season with excellent success, and also showing a complete line of high-grade lighters and smokers accessories.

Among the high grade cigar brands displayed are the "Blackstone," "Medalist," "Optimo," "La Corona" and "Antonio y Cleopatra," for which they are the distributors in this territory.

Sales of these brands has shown a consistent increase in this territory each month during the past year.

EISENLOHR'S ADOPT 20 PACKING

Otto Eisenlohr and Bros., Inc., are offering for the Holiday trade a new packing of the "Cinco" invincible. It is the one-fiftieth package, containing twenty cigars wrapped in foil. It is expected to continue this packing as standard after the Holiday period.

UNITED OPENS FIRST STORE IN CAMDEN

On last Friday, December 7th, The United Cigar Stores Company opened their first store in Camden, N. J., at 1011 Broadway. The new store is of the newest type and contains a soda and luncheonette counter.

Free souvenirs were given to every customer on the first two days and regular 15-cent soda at five cents.

Willis Andruss, Sales Manager for the Congress Cigar Company has recently returned from a trip to Pittsburgh, where he visited the distributor of the "La Palina" cigar, The Bock-Stauffer Cigar Company, and found the demand for "La Palina" in that territory most satisfactory.

Harry A. Tint, who operates a retail store in the new Burlington Arcade, located at 1420 Chestnut St., is going after the holiday trade with generous advertisements in the newspapers, calling the attention of the consumer to the fine selection of imported and domestic cigars which he carries in sufficient variety to satisfy the most exacting consumer. He also carries a full line of smoker's accessories.

I'll back P.A. against them all

I SAW P.A. come into the picture some nineteen years ago. I saw it nose out the leading brands of the day. With steady gait, it showed a clean pair of heels to the field. I know and you know that it has maintained its lead ever since. And you and I know *why!*

The minute you open the tidy red tin and let that fragrance fill the air, you're ready to cheer for P.A. Then you load up and light up. . . . Cool as a judge deciding the winner. Sweet as a blue ribbon for your favorite. Mild and mellow and long-burning.

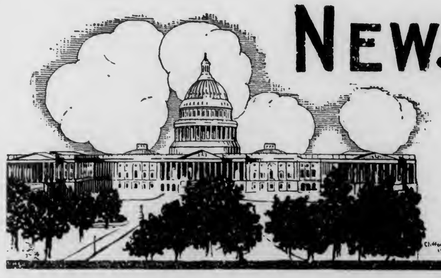
No wonder more P.A. is smoked than any other brand. No wonder Prince Albert counts its friends by the million. If you don't know all this by personal experience, it's high time you found out. Get going today with good old P.A. That's *my* tip, Gentlemen.

More for your money in every way — TWO full ounces in every tin.

PRINCE ALBERT

—no other tobacco is like it!

© 1928, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

THE Bureau of Internal Revenue has recently issued a ruling regarding the placing of the classification stamp on cigar containers, which permits the placing of the stamp other than on the front of the package in certain cases, and on other than wooden packages.

The ruling reads as follows: "Such labels shall be not less than one and one-half inches long nor less than three-fourths of an inch wide and shall be affixed to, or printed directly on, the front of the box or container.

"In the case of boxes or containers other than wooden (see Art. 77), the size or style of which will not permit compliance with the above provisions, the label may be proportionately reduced in size, or elsewhere affixed to, or printed directly on, the box or container.

"The label must be legible in all cases and bear the appropriate one of the following statements:" etc.

The regulations have also been amended so as to provide that any label used to seal a package for export must be readily distinguishable from an internal revenue stamp.

Chain Store Investigation Making Progress

Investigations of resale-price maintenance and the chain store situation are progressing steadily, it is declared by the Federal Trade Commission in its annual report, just submitted to Congress, and it is anticipated that some of the findings of the commission will be reported to Congress next session.

A comprehensive study of the question of resale-price maintenance was undertaken by the commission in the fall of 1927. This inquiry covers the maintenance of manufacturers' resale prices, both at wholesale and retail, and is designed to show the advantages and disadvantages of resale-price maintenance to manufacturers, wholesalers and retailers and to the consumers who ultimately buy the goods. The study also will cover the costs, prices, margins and profits of manufacturers and distributors on price-maintained and non-price-maintained goods, the relationship of advertising expenses to such costs, prices, margins and profits, the causes or motives for price cutting by distributors, the effects of such price cutting upon the volume of goods handled, and its effect either in eliminating manufacturers and distributors from business, or in multiplying the number of distributors if such effects are found.

Schedules and questionnaires have been sent to thousands of manufacturers, wholesalers and retailers of price-maintained and non-price-maintained goods, and questionnaires calling for general information on the subject have also been sent to thousands of professional men and consumers. Responses to these questionnaires have resulted in a mass of valuable material which is being summarized for the preparation of a report, which will also include in its scope considerable study of published material on price maintenance in the United States and in certain foreign countries.

The chain store investigation was undertaken in May of this year under a resolution adopted by the Senate directing the commission to ascertain and report the extent, if any, to which consolidations of chain stores have been effected in violation of the anti-trust laws and the extent to which such consolidations are susceptible to regulation under the present laws, together with the extent of control of commodities by chain stores; the existence, if any, of unfair competitive methods, agreements, conspiracies or combinations in restraint of trade; the advantages or disadvantages of chain store distribution in comparison with those of other types of distribution as shown by prices, costs, profits and margins, quality of goods and services rendered by chain stores and other distributors or resulting from integration, managerial efficiency, low overhead, or other similar causes. The survey is also to cover the parts played in the growth of chains by actual savings in costs of management and operation and quantity prices available only to chain stores, and whether or not such quantity prices constitute a violation of either the Federal Trade Commission Act, the Clayton Act or any other statute.

The comprehensiveness of the resolution and the intricacies of the problem, due to the wide ramifications of the chain store system of distribution, necessitated a thorough canvass of the task to be undertaken, and the commission has just developed its plans for conducting the active work on the inquiry.

President Coolidge and Postmaster General Favor Repeal of Limitation on Importation of Cuban Cigars

Attacking the law prohibiting the importation of cigars and cigarettes in quantities of less than 3000 to the package as "unnecessary and objectionable," and declaring it contrary to the real interests of our people, immediate repeal of the law is urged by the Postmaster General Harry S. New in his annual report, just made public.

Parcel post service with Cuba was discontinued March 1, last, when the temporary convention in force came to an end. Cuba refused to renew or extend the convention because of the failure of Congress to re-

(*Continued on Page 12*)

"Pass me a Lucky - I pass up the sweets."

Johnny Farrell

Johnny Farrell,
National Open Golf Champion, 1928.

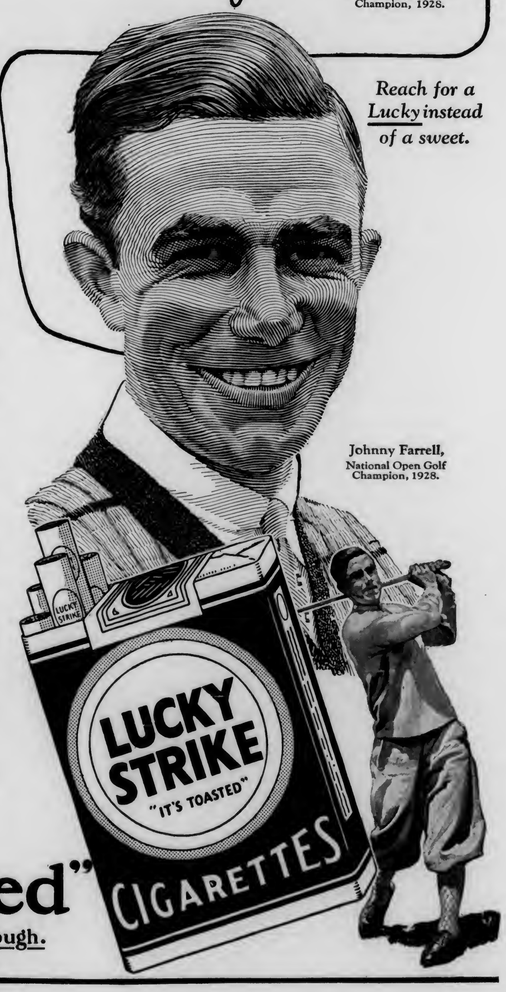
When fattening sweets and heavy, rich desserts tempt and you dread extra weight, light a Lucky instead. The sensible and sane way of reducing—no discomfort, no trouble—just a common sense method of retaining a slender figure.

The finest tobaccos are skilfully blended to make Lucky Strike. Then, "It's Toasted." More than a slogan, this secret process brings out every essence in the tobaccos and produces a flavor which makes Lucky Strike a delightful alternative when that craving for fattening sweets tempts you—there is no interference with a natural appetite for healthful foods. Now folks say: "It's good for everyone to smoke Luckies."

Toasting does it. At the same time toasting removes impurities. That's why 20,679 physicians are on record that Lucky Strike is less irritating than other cigarettes. Toasting does it. That's why prominent athletes have testified that Luckies do not cut the wind nor impair their physical condition. No wonder that this was discovered long ago by many men, who pride themselves on keeping trim and fit, who love the "pep" that comes with health and vigor.

Remember, sensible slenderizing is no longer a secret. Next time you are tempted by fattening sweets, light a Lucky instead, and avoid overweight.

Reach for a Lucky instead of a sweet.



Johnny Farrell,
National Open Golf Champion, 1928.

"It's toasted"

No Throat Irritation - No Cough.

© 1928, The American Tobacco Co., Manufacturers

SNUFF TABLETS NOW ON MARKET

EVER since princesses and princes along with others of high and low estate in the Seventeenth Century used their now famous metal boxes as containers for snuff, little or no change in the manufacture of snuff has been recorded.

It remained for the Winston-Salem factory of the Brown and Williamson Tobacco Corporation to evolve the newest patent process for the manufacture and distribution of snuff, and the new product is being placed upon the market.

Tube Rose, a sweet Scotch snuff, with a reputation almost as old as the Brown and Williamson Corporation itself, and the largest selling sweet snuff in the country, is now being prepared in tablet form, the tablets being about the size of a Life Saver mint and contained in neat and compact packages.

Although for three hundred years the powdered and flavored tobacco in snuff form has been sealed in small tin cans, their disadvantages have been tolerated by men and women using snuff. Engineers and others connected with the local manufacturing enterprise worked on the theory that snuff would be much easier carried and more convenient in several ways if it could be prepared in tablet form.

After conducting exhaustive experiments, the Tube Rose tablets were decided upon and perfected, with the result that a buying public made ready response to the first radical departure in snuff manufacture for three hundred years.

In the new tablet exactly the same sweet Scotch snuff, famous as Tube Rose, is used and all the snuff one cares for at one time is contained in a tablet.

The use of snuff is on the increase throughout the United States, it was stated at the executive offices of the Brown and Williamson Corporation, and the dandies of long ago who took their snuff seem to be reappearing in the social make-up of 1928.

Less than fifty years ago the production of snuff in the United States totaled four million pounds. Less than thirty years ago it amounted fourteen million pounds. Now it amounts to forty million pounds, or an increase of one thousand per cent. in production in less than fifty years, and a much greater percentage of increase than there was in population.

SPAIN WILL ATTEMPT TOBACCO PRODUCTION

According to a royal order published in the Gaceta de Madrid of September 20, 1928, the cultivation of tobacco will be undertaken in the provinces of eastern Andalusia and Western Catalonia, the Balearic Island, Castellon, Valencia, Toledo, Avila and those of Galicia, Asturias, Santander, Vascongadas and Navarre, states American Consul General Nathaniel B. Stewart, in a report released by the tobacco section of the Department of Commerce.

The area to be planted will be approximately 2500 hectares (one hectare equals 2.47 acres) and the number of plants will be 30,000,000.

SCHULTE DIRECTOR OF CONSTRUCTION COMPANY

Last week, D. A. Schulte was elected a director of the new Thompson-Starrett Company, Inc., a construction concern, together with Walter P. Chrysler, Herbert Fleischhacker, of San Francisco, and William Wrigley, Jr.

THE UNITED STATES TOBACCO EXPORT TRADE FROM JANUARY TO OCTOBER, 1928.

THE last quarter of the calendar year is usually a period of heavy shipments abroad, both for raw tobacco and tobacco products, and it frequently occurs that a year may be lean in exports for the first three quarters and take on weight later with the added shipments of October, November and December. In response, therefore, to the keen interest of the trade in the export statistics of the last quarter of the year, tables have been prepared in the tobacco section of the Department of Commerce showing the increase or decrease in the various types of tobacco exported from the United States for the first ten months of 1928.

Total exports of raw tobacco for the first ten months of the year amounted to over 437,000,000 pounds, an increase of nearly 7 per cent. over the corresponding period of 1927. If shipments for November and December of 1928 are as great as for last year (and the indications are that they will be greater), the total exports of raw tobacco will pass well over the half billion pound mark and make the greatest export year since 1924.

The situation as outlined above would be a healthy one for the whole tobacco industry if the increase in the export trade were not confined to one or two types; but while bright cigarette tobaccos have broken the record, and cigar tobaccos and black-fats show strong increases, other types are in distress on the export market. The wiser producers of dark-fired and air-cured tobaccos are studying the export market for these types in connection with the domestic consumption, and the time is probably not far distant when the production of dark tobaccos in the United States will more nearly equal the domestic consumption.

Exports of American cigarette tobaccos for the first ten months of 1928 amounted to over 306,000,000 pounds, a quantity greater than any full year in the history of the industry.

China's purchases during the current year have amounted to more than 119,000,000 pounds of cigarette tobacco, compared with 102,000,000 pounds sold to the United Kingdom, a country heretofore our leading market in this type. It is difficult to analyze the stimulus behind the heavy increase in the Chinese trade; an improvement in the general economic conditions of the country is partly responsible; a deficit in stocks of raw material occasioned by the disturbed trade conditions of the country for several years past is another important factor; and a rumored tariff increase is not wholly without weight in the matter.

The foreign markets for dark-fired Kentucky and Tennessee tobaccos are characterized by continued decreases in exports to France and Spain, the two principal buyers. Exports to these two countries amounted to 13,000,000 pounds each, compared with 20,000,000 and 19,000,000, respectively, during a corresponding period of 1927. Trade with Belgium in this type shows a decline of 8,000,000 pounds; but the purchases of Germany, The Netherlands, Poland and British West Africa have held up well.

Exports of dark Virginias declined by 14.6 per cent. amounting to about 17,000,000 pounds. Maryland tobaccos dropped off nearly half, less than 8,000,000 pounds being exported. Sharp decreases are also noted in the export trade of Burley, Green River and One-Sucker.

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News from Congress

(Continued from page 8)

peal the law which, the Postmaster General declares, she "properly regarded as discriminating against the only one of her products which she might hope to send us by parcel post.

"We have had many protests from our own people," the report declares, "against the discontinuance of parcel post service with Cuba, but there is nothing we can do which we have not already done. Both this department and the Treasury have recommended repeal of the obnoxious and archaic legislation, and the President in his message to Congress last December strongly urged it as a measure of justice to Cuba and to our own people as well.

"It is hoped that Congress will at the forthcoming session realize how unnecessary and objectionable the present law is and how contrary it is to the real interests of our people. In the meantime, our exporters are placed at a serious disadvantage with those of competing countries."

Repeal of the law prohibiting the importation of cigars and cigarettes in packages of less than 3000 was recommended to Congress by President Coolidge in his annual message at the opening of the session.

"I desire to repeat my recommendation of an earlier message," the President declared, "that Congress enact the legislation necessary to make permanent the parcel post convention with Cuba, both as a facility to American commerce and as a measure of equity to Cuba in the one class of goods which that country can send here by parcel post without detriment to our own trade."

Tobacco Taxes Reach New High Level

Federal collections from tobacco taxes during the fiscal year ended June 30, last, reached a new high mark, amounting to $396,450,041, an increase of $20,279,836, as compared with the previous year, according to the annual report of the Commissioner of Internal Revenue, just made public. The tobacco tax collections for the year, it is pointed out, exceeds the total internal revenue receipts from all sources for any year prior to 1915.

Contributing to the total was the record collection of $301,752,588.34 in taxes on small cigarettes, an increase of $22,824,026.53 compared with the previous year, and comprising 76.11 per cent. of the total tobacco taxes collected. Another record was established by the collection of $7,461,354.90 in taxes on snuff, an increase of $553,690.26, compared with the previous year. The collection of tax from this source during 1928 was greater than for any preceding year. The steady increase in the tax payment and consequent consumption of snuff is unaccountable, unless it has to to some extent supplanted chewing tobacco.

Receipts from taxes on chewing and smoking tobacco during the year amounted to $62,774,542.43, a decrease of $2,295,652.83, compared with 1927. This decrease is proportionately distributed among the several classes, namely, plug, twist, fine cut and smoking tobacco. A change of tobacco habits created during the World War is held largely responsible for the decrease in the use of chewing and smoking tobacco. Cigarettes have taken their places.

Collections from taxes on large cigars during the year amounted to $22,879,374.93, a decrease of $665,306.88, compared with the previous year.

Included in the total of $1,123,809.82 taxes collected on cigarette papers and tubes, there was collected $13,661.36 on 1,368,636 packages of cigarette papers of domestic manufacture, $1,104,337.41 on 101,432,085 packages imported, and $5811.05 on cigarette tubes. Manufacturers of cigarette paper removed for consumption exempt from tax 186,250,224 packages of cigarette papers, each containing not more than twenty-five papers, and also removed 33,611,100 cigarette tubes tax free for the use of cigarette manufacturers.

A total of $355,436,797.15, or 89.65 per cent. of the total tobacco tax receipts, was collected in the following States: North Carolina, $204,473,504.55; Virginia, $61,482,169.10; New York, $32,910,253.29; Pennsylvania, $16,134,581.79; New Jersey, $16,021,290.10; Ohio, $12,369,107.52; California, $12,045,890.80.

The State of Pennsylvania leads in the manufacture of cigars weighing more than three pounds per thousand with a percentage of 33.83 of the total, followed in the order named by New Jersey, Florida, New York, Ohio, Virginia and Michigan, with percentages of total production ranging from 10.06 for New Jersey, to 4.41 for Michigan. The State of Virginia replaces Maryland as the premier State, with a percentage of 43.45 of the total production in the manufacture of small cigars, followed by Maryland, Pennsylvania and North Carolina. The State of North Carolina, with 58,911,586,533, leads in the manufacture of small cigarettes, the percentage of the total production being 59.02. Next in importance is the State of Virginia, with a total production of 19,655,548,820, or 19.69 per cent., followed by New York, California, Pennsylvania and New Jersey. The State of New York reported the manufacture of 10,569,820 large cigarettes, or 92.46 per cent. of the total production. The States of North Carolina and Missouri, in order, account for most of the plug tobacco manufactured; Missouri, Kentucky and Tennessee for twist; Illinois, Michigan, Ohio and New York for fine cut; North Carolina, Ohio, Kentucky, Illinois and Virginia for smoking; and Tennessee, Illinois, New Jersey and Delaware for snuff.

DUNHILL INTERNATIONAL DIVIDEND

At a meeting of the Board of Directors of Dunhill International, Incorporation, held last week, the regular quarterly dividend of $4 in cash and in addition a quarterly stock dividend of 4 per cent. was declared. Stockholders were also granted the privilege of subscribing to 50,000 new shares of stock at $50 a share.

Dunhill International was formed in 1923 to concentrate control of the various Dunhill companies located in this country and abroad. It now controls operating and realty companies in this country, France, England and Canada, and a broad program of expansion to enlarge their world-wide activities is planned.

The company manufactures pipes, tobacco, cigars, cigarettes, pocket lighters and high-grade smokers' accessories.

CUBAN TOBACCO EXPORTS FOR NOVEMBER

Reports issued on Tuesday by the Cuban National Tobacco Defense Commission place leaf tobacco shipments in November at $4,018,168 and cigar shipments at $2,485,286. Of these totals the United States received $2,590,678, Great Britain $812,456, Holland $170,828 and Spain $306,316.

REYNOLDS TO MOVE CHEWING TOBACCO PLANT TO WINSTON-SALEM

THE R. J. REYNOLDS TOBACCO COMPANY, of Winston-Salem, N. C., announces the transfer to Winston-Salem, as promptly as details can be worked out, of that part of its chewing tobacco manufacturing business heretofore carried on at Louisville, Ky. The Louisville Branch is at present giving work to approximately three hundred employees.

Capacity for this increase in production has already been developed at Winston-Salem in connection with the continued progress of the large building program which the company has had under way in that city for the past two years.

This move is in line with the Company's previously expressed wish to concentrate at Winston-Salem, the home of the Company and its chief operating point, as many of its operations as can be advantageously located and handled there. The removal of this manufacturing operation to Winston-Salem, following the removal last year of the manufacturing operations previously carried on at Jersey City, N. J., and Richmond, Va., centralizes in Winston-Salem all of the company's manufacturing operations. Leaf tobacco rehandling plants, will, of course be continued in various leaf tobacco marketing centers in the various states as heretofore.

U. S. EXPORT TRADE

(Continued from Page 10)

The foreign markets for tobacco products show a marked increase in all types except smoking tobacco. The Chinese cigarette trade almost reached nine and one-half billions, an increase of over 50 per cent. compared with last year.

The following table shows the export trade in tobacco products:

Cigarettes	*1927 Thousands*	*1928 Thousands*
France	145,804	226,240
Other Europe	153,108	183,091
Canada	64,774	396,365
Panama	318,538	300,075
Other Central America	95,342	118,921
South America	118,162	200,344
British Malaya	547,736	380,775
China, Hong Kong and Kwantung	3,977,600	6,649,179
Philippine Islands	417,200	635,823
Siam	131,025	149,720
Other countries	210,299	241,804
Total cigarettes	6,179,588	9,482,337
	1927 Pounds	*1928 Pounds*
Chewing tobacco, plug and other	3,064,095	3,222,527
Smoking tobacco (including cigar cuttings)	913,337	836,746
Other tobacco manufactures	182,401	210,933

Source: Statistical Division, Department of Commerce

After all nothing satisfies like a good cigar

They'll ring up
"Merry Christmas"
on every Cash Register
in the land

© P. Lorillard Co., Est. 1760

P. Lorillard Company
INCORPORATED

SMOKING CURBS CRAVING FOR HEAVY EATING, SAY MEDICAL MEN

THAT overweight can be successfully combated by diet, by the elimination of sweets and starches, and by the substitution of smoking and other things for the craving for sweets and the desire for heavy eating, is the opinion of the heads of medical departments of life insurance companies in answer to a survey conducted by J. Mitchel Thorsen of Thorsen and Thorsen, insurance underwriters of 52 Vanderbilt Avenue, New York City. Mr. Thorsen made the survey to secure the most authoritative expression of opinion for the education of the American people on this question. The overwhelming majority have expressed the opinion above.

Dr. A. R. Mitchell, Medical Director, Bankers Life Insurance Company of Nebraska sounds a note of warning, after agreeing that overweight can be corrected by proper diet and elimination of sweets and starches and the substitution of smoking and water drinking for sweets and heavy eating. He goes on to say: "Character and self-control, and will to do the right thing count more than anything else. Self indulgence is one of the sins of this age of loose living and loose thinking. The glutton is no exception. From an insurance standpoint, the only thing is to cut him out. Hard on his family and the agents but for the interests of the company. One way to call attention to the importance of the matter is to print figures of the quick and marked mortality at or near the age of forty."

Dr. Marion Souchon, Medical Director, Pan-American Life Insurance Company, New Orleans, La., says: "We are inclined to be somewhat lenient to overweights at the younger ages, but hold strictly to the Actuarial ratings for overweights at the older ages."

Of the medical officers questioned as to the advisability of precluding sweets and starches from the diet in an effort to reduce overweight, another overwhelming majority, almost ninety per cent. agreed. The remainder were for the limiting rather than for the elmination of sweets and starches.

Dr. W. H. Wehner, Medical Director, The Fidelity Mutual Life Insurance Company, Philadelphia, Pa., avers that "The exclusion of sugars and starches is most important in a heavyweight's bill of fare." Dr. James B. Young, Medical Director, Indianapolis Life Insurance Company, stresses the value of exercise in conjunction with proper diet, and any number believe that smoking and drinking of water will effectually curb the craving for sweets and the desire for overeating.

Mr. F. N. Cochrems, Medical Director, American Life Insurance Company, Denver, believes that "Smoking and drinking water will curb the craving for sweets and the desire for heavy eating just as it curbs the desire for alcoholic drinks," and C. N. McCloud, Medical Director, The Minnesota Mutual Life Insurance Company, St. Paul, "I do feel that smoking does tend to keep down weight." Dr. R. E. Fort, Vice President and Medical Director of The National Life and Accident Insurance Company, Inc. of Nashville, Tenn., writes: "A combination of smoking and drinking of a large amount of water does curb the craving of sweets and the desire for heavy eating." Dr. Joseph B. Hall, Medical Director, The Connecticut Mutual Life Insurance Company, of Hartford, holds that "They have some effect in so doing," and Dr. Charles B. Piper, Medical Director of The Guardian Life Insurance Company of America, New York, goes further and remarks "Liberal drinking of water certainly modifies the desire for food. Smoking increases the desire for water. I do believe that smoking reduces the desire for sweets."

TOBACCO TRADE ORGANIZATIONS

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
JULIUS LICHTENSTEIN, New York, N. Y. ..... Vice-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
GEORGE H. HUMMELL, New York, N. Y. ..... Vice-President
B. H. SHELTON, Washington, D. C. ..... Vice-President
WILLIAM T. REED, Richmond, Va. ..... Vice-President
HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 341 Madison Ave., New York City

ALLIED TOBACCO LEAGUE OF AMERICA

W. D. SPALDING, Cincinnati, Ohio ..... President
CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. S. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

THE NATIONAL CIGAR LEAF TOBACCO ASSOCIATION

NATHAN I. BIJUR, New York City ..... President
W. J. LUKASWITZ, Dayton, Ohio ..... Vice-President
MAURICE HARTMAN, Hartford, Conn. ..... Treasurer
HENRY FISHER, New York City ..... Secretary

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

JACK A. MARTIN, Newark, N. J. ..... President
CHARLES D. COLEMAN, Chicago, Ill. ..... Vice-President
ABRAHAM SILETT, 1153 Herkimer St., Brooklyn, N. Y. ..... Secretary-Treasurer

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

ASA LEMLEIN ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York, City ... Secretary and Treasurer

EIGHTY-TWO YEARS TO PAY

In the Lambeth County Court, on November 27th, before Judge Spencer Hogg, Thomas McDougall Barbour, of 366, Brixton Road, S. W., sought to enforce the payment of a judgment debt of £491 17s. 3d. against George C. Warde, of 6, Hamilton Road, Norwood, S. E., a tobacconist. Judgment was obtained on March 21st of this year, in the High Court, for £496 4s. 9d., but the amount now stated was owing. In answer to Mr. Turner, who appeared for the plaintiff, the defendant said that he was the owner of a tobacconist's and draper's shop at Norwood, and his takings in all amounted to £4 10s. a week. Questioned by his Honour, he said that with the exception of one daughter, none of his children were living at home, he living there with his wife and daughter. He was paying £1 a week rent, but trade was very bad just at this time before Christmas. Judge Spencer Hogg made an order for payment at 10s, a month, the first payment to be made on January 1st, 1929. At this rate, if all the payments are made regularly, the debt will take 82 years before it is cleared off.—"Tobacco," London.

NEW DIRECTOR FOR RUMIDOR

P. W. Thirtle, vice president and comptroller of the Sinclair Consolidated Oil Corporation, has been elected a director of the Rumidor Corporation.

UNITED RETAIL CHEMISTS CORPORATION FORMED AS RESULT OF NEVE MERGER

DETAILS of the contract under which the United Cigar Stores Company of America will acquire control of Neve Drug Stores, Incorporated, was announced on Thursday by J. A. Neve, president. United Retail Chemists Corporation, a new subsidiary which United Cigar Stores Company has organized for the purpose of completing the transaction, will have an authorized capital of 100,000 shares cumulative preferred stock; 225,000 shares Class A stock, and 350,000 shares Class B stock.

Under the terms of the contract, United Retail Chemists Corporation will deliver two shares of its cumulative preferred stock and a voting trust certificate for one share Class B stock, for each three shares of Convertible A stock of Neve Drug Stores, Inc., and one share Class A stock and a voting trust certificate for one share of Class B stock of United Retail Chemists for each two shares of common stock of Neve Drug Stores.

REVISED RULING COVERING USE OF VENDING MACHINES

Under the provisions of Article 163 of Regulations No. 8, revised April, 1928, before the use of a machine for the automatic sale of tobacco products can be authorized, a work-model or photographs of such machine must be submitted to the Commissioner of Internal Revenue for inspection.

Machines for vending full and unbroken statutory packages of tobacco products must be constructed and such packages must be so placed therein that the class of product, size of package and revenue stamp attached thereto are plainly visible through glass panels.

Machines for vending a tobacco product from a statutory package must have glass panels so placed that the revenue stamp, also the required caution notice and marks or brands, are plainly visible. The mechanism for delivery must provide for practically a direct feed of the article from the stamped package. The stamp must remain intact on the package until the contents are sold, when the emptied package shall be removed immediately and the stamp thereon utterly destroyed. No such emptied package may again be used for a tobacco product under severe penalties imposed by law.

A. D. S. AND V. VIVAUDOU TO CONSOLIDATE

Stockholders of American Druggists Syndicate, of New York, have approved the proposal to consolidate with V. Vivaudou, Inc., and Kny-Scheerer Corporation, of New York, into the Vadsco Sales Corporation. The American Druggists Syndicate capital stock will be exchanged on the basis of one share for four-tenths of a share of Vadsco 7 per cent. cumulative preferred and six-tenth of a share of common.

Stockholders of V. Vivaudou, Inc., have also approved the merger and the change in the name to Vadsco Sales Corporation and also an increase in authorized 7 per cent. cumulative preferred stock to 125,000 shares from 30,000, and an increase in no par common shares to 2,000,000 shares from 500,000.

The conversion privilege on preferred stock was extended to January 1, 1934, and changed to provide for conversion into four shares of common from two shares of common.

Both V. Vivaudou and American Druggists Syndicate are controlled by the D. A. Schulte interests.

WAITT & BOND

Blackstone

CIGAR

Extremely Mild

100% Havana Filler

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

MEN WHO SMOKE AND GUARD THEIR HEALTH SMOKE CIGARS

It took La Palina to develop a real "reason-why" idea for Cigar Advertising (in newspapers everywhere). And what's BEST for the largest selling high grade cigar in America is GOOD for the whole Industry.

Are you getting your share of the increased returns?

Soon it will be away "over a Million a Day."

CONGRESS CIGAR CO., Inc., Philadelphia, Pa.

LA PALINA

CIGAR

MISSISSIPPI TAX KILLED

(*Continued from Page 4*)

measures more drastic than the potential importance of these taxes would justify.'

"A tax of a fraction of a per cent. might not cause customers to order their goods from outside the state, but I am sure that to impose a tax of ten per cent. on cigars and 20 per cent. on cigarettes would cause a loss of business to every merchant in the State. It would be a confirmation of the statement by the great Jurist, John Marshall, that the power to tax involves also the power to destroy.

"When Mississippi begins the policy of imposing 'nuisance' or 'tantalizing' taxes, it is almost certain that a new and another like tax would be imposed as the need from time to time would arise. In South Carolina where this scheme was undertaken a few years ago, the process has gone on until today 'nuisance' taxes are now levied on cigars and cigarettes, tobacco, shot guns, shells, cartridges, candy, playing cards, cut glass, sporting goods, footballs, baseballs, golf sticks and balls, fishing lines, hooks, etc., also admissions to amusement places, public bathing places, dance halls, soda water, ginger ale, coca-cola, near beer, fruit juices, ices, sundaes, confections, bottle drinks, fountain drinks, and other beverages, etc. The result is that taxation in that state is so objectionable and unpopular that no sound tax system can be framed and accepted by the people. Like an addict to drugs or drink, they have not the will power to adopt the course necessary for their financial salvation.

"This tax on cigars and cigarettes is so unjust and inequitable that its imposition will destroy all confidence of the people in the state's sense of fair play. No one can justify such a discriminatory tax.

"If you are going to tax the man who uses a cigar or a cigarette, why not tax the 'flapper' or the 'jelly' who disturbs the serenity of every audience with the smacking and cracking of a healthy portion of Wrigley's or Tuti-Fruit?

"Paint, powder, rouge, perfumes, tonics and scores of other luxuries of life should be called in to help a desperate situation, if you can justify a tax upon the articles of cigarettes and cigars. Soft drinks are not entitled to an exemption if the state wants to play the game square.

"The disposition of the Mississippi tax bill marks the end of our legislative difficulties in the current year, which have been protractive and seriously menacing as well. However, our industry has every reason to be gratified with the final results, which may be summarized as follows:

Tax bills repealed—Louisiana.
Tax bills enacted—none.
Tax bills killed:

Kentucky
Massachusetts
Nevada
Mississippi regular session
Mississippi special session.

"These accomplishments should, and we are sure, will serve as an example to trade leaders in other states in combating legislation of this nature. For it only demonstrates what we have so often repeated, and what has happened with respect to the defeat of similar tax measures in 31 distinct states, that is, that where the trade leaders are determined to fight against iniquitous and discriminatory tax measures, no such laws would be enacted, or, if enacted, would remain long in their statutes.

"With 43 State Legislatures to convene at the coming Legislative season, which begins next January, the trade must be prepared to meet renewed attacks, particularly in those states where repeated efforts have been made to enact tobacco tax laws, and where, according to current rumors, such efforts are likely to be renewed in spite of their repeated defeats.

"But a great deal can be accomplished by proper activities in advance, that is, before the Legislatures actually convene, when the trade leaders have ample opportunity to meet their district representatives and to convey their views in person. A personal interview with a legislator at this time would undoubtedly be of incalculable benefit, and may perhaps be the means of averting a serious situation when the Legislatures meet."

AXTON-FISHER ACQUIRES REAL ESTATE OF SMITH AND SCOTT IN PADUCAH

WHEN the Axton-Fisher Tobacco Company purchased the business of the Smith and Scott Tobacco Company several months ago, it was understood the purchase did not include the real estate holdings of the company, but it has now been announced that the buildings and ground will be taken over by the Axton-Fisher Company, with the exception of the large plug tobacco factory.

The three buildings purchased will give the Axton-Fisher Company forty-five thousand square feet of floor space for tobacco rehandling.

The purchase of the houses means that the Axton-Fisher Company, which is the largest independent manufactory of a general line of tobacco products in the country, will establish a branch of its leaf department in Paducah, restoring to the city a large part of the payroll lost when the Smith & Scott Company was disposed of. The purchasing company will maintain regular buying activity in the Paducah market, and Paducah, probably, will be made the concentration point for leaf tobacco purchases of the company throughout this section of Kentucky.

The leaf rehandling branch of the company will be placed under the management of C. C. Duvall, of Paducah, formerly superintendent of the Smith & Scott Company. Forty or fifty men will be employed in the rehandling plants under Mr. Duvall.

The Axton-Fisher Company is preparing to push the well known Smith & Scott brands of smoking and chewing tobacco, and maintain their traditional quality by the careful purchase of stock in the same markets in which it has always been secured. The Axton-Fisher Company is the manufacturer of "Clown" and "Spud" cigarettes.

YORK COUNTY ANNUAL BANQUET

The annual banquet of the York County Cigar Manufacturers' Association, was held at the Yorktowne Hotel, York, Pa., on Thursday night, December 13th, with the usual full attendance and also the usual good eats and entertainment.

One of the headliners on the entertainment program this year was Arthur "Bugs" Baer, famous humorist and a noted writer.

The success of the banquet was due in no small measure to the efforts of the Social Committee, consisting of C. C. Meads, Chairman, L. Earl Grove and James W. Kelly.

LAMBORN URGES ACTION BY GROCERS TO COMBAT ADVERSE ADVERTISING BY AMERICAN TOBACCO COMPANY

ODY H. LAMBORN, of New York City, in an article in the "Modern Merchant and Grocery World," urges all grocers and others interested in the sale of sugar to co-operate in support of an educational campaign to increase the consumption of sugar.

Mr. Lamborn states: "The destructive advertising campaign of the American Tobacco Company against sweets, inaugurated in a number of large centers and now gradually growing widespread nationally, has brought with terrific force to the sugar and sweets industries a great need that has existed for many years. That need is a concerted and co-operative movement by these industries to counteract misleading and untruthful statements disparaging the food value of sugar, largely propagated by those lacking sufficient scientific knowledge and by interests commercially avaricious.

"The American Tobacco Company's campaign is one of the strongest ever waged against sweets. Although it is today being condemned by well informed people (. . .), nevertheless it has a psychological public appeal that will be effective.

"The consumption of sugar in the United States has approximately doubled every twenty years. . . . The quantity recorded as entering consumption in 1926 amounted to 6,106,000 tons. In 1927, however, we find these statistics reduced to 5,885,000 tons, a reduction of 221,000 tons from the previous year. . . . It requires no stretch of the imagination to realize that the experience of the past two years may be continued, especially if sugar and sweets continue to be libeled as a food commodity.

"Hence we submit that the time has come for action. The problem demands the earnest attention of the producer of sugar, cane or beet, as well as the refiner and also the confectioner, ice cream manufacturer, biscuit and cracker interests and all others using sugar as a constituent of their products, the merchants distributing sugar and brokers dealing in these commodities. The welfare of these industries demands it.

"Within the past week the machinery has been created through which this work can be done effectively, provided support is given. The National Food Products Protective Committee has been established with headquarters at 486 Fourth Avenue, New York, N. Y., and this committee is now receiving contributions for the financial support of its work. Its purpose is to unite and represent trade groups, companies, individuals and others connected with the production, importation, manufacture and distribution of sugar and sweet food products in a national educational campaign to emphasize the merits of such propaganda directed against them and to deal with the problem generally.

"The National Food Products Protective Committee can act quickly and effectively in meeting the issue now at hand. A well-developed and studied plan has already been created which will become operative as quickly as the necessary funds become available."

Otto Schneider, of the American Cigar Company, was a recent visitor at Yahn & McDonnell headquarters on North Seventh Street, distributors of the "Antonio y Cleopatra."

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

WANTED

WILL PAY CASH FOR JOB LOTS OF CIGARS—Send sample or prices and description. Rodriguez Cigar Co., 1814 Park Ave., New York City.

HAVING LOCATED IN DALLAS, TEXAS, WOULD LIKE TO hear from Cigar Factories making Class C and up, requiring representation in this live State with its many growing cities. Must be exceptionally high class merchandise, because the "Big Boys" are certainly after the business down here too, and goods must be attractive propositions to even get a hearing with the better class jobbers.

Would also like Specialties suitable for carrying with cigars as side line. What have you? Address John H. Baker, 3400 Cole Avenue, Dallas, Texas.

BROKER WANTED IN PHILADELPHIA—CAN HAVE either private brands or the firm's own brands. Address Box 524, care of "Tobacco World."

POSITION WANTED

STRIPPER FOREMAN DESIRES POSITION. Experienced in Handling all Grades of Tobacco. Can handle large productions. Familiar with stripping machines. Willing to go out of town. Address Box 522, "The Tobacco World."

FOR SALE

A NUMBER OF EXCELLENT REGISTERED TITLES AND BRANDS. Suitable for both five-cent and ten-cent goods. Will sell separately or in bulk at exceedingly low prices. Address No. 123, care of "The Tobacco World."

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

P. R.-AMERICAN RESUMES DIVIDEND

Last week the Board of Directors of the Porto Rican-American Tobacco Company, of New York, declared a quarterly dividend of $1.75 on the seven per cent. cumulative Class A stock of the company, payable January 10 to stockholders of record, December 20th, thus resuming the payment of dividends on this stock.

The last previous dividend on this issue was $1.75 paid on January 10th, last.

UNITED TO ACQUIRE NEVE STORES

According to information current in financial circles, the United Cigar Stores of America and its subsidiary, the Whelan Drug Company, are to acquire control of Neve Drug Stores, Inc., of New York, subject to the approval of the Neve stockholders.

The Neve company operates a chain of sixty-five drug stores in New York.

Tobacco Merchants' Association Registration Bureau, 341 Madison Ave. NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration,	(see Note A),	$5.00
Search,	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

DUR-O-LITE:—45,353. For all tobacco products. November 21, 1928. American Litho. Co., New York, N. Y.

MELODORES:—45,355. For cigars. November 22, 1928. Charles McDonald, Barnesville, Ohio.

HAV-A-CIGARETTE:—45,357. For cigarettes. November 28, 1928. Frank E. Fonseca, Jr., New York, N. Y.

CAMBRIDGE ARMS:—45,358. For smoking tobacco only. November 22, 1928. Charlie Landau, New York, N. Y. (By consent of Josephson Bros., New York, N. Y.)

DUBBLES:—45,359. For cigarettes. October 25, 1928. Rosedor Cigarette Co., Brooklyn, N. Y.

SONNY BOY:—45,360. For all tobacco products. December 4, 1928. Consolidated Litho. Corp., Brooklyn, N. Y.

PITTSBURGH BANK:—45,364. For cigars. December 7, 1928. The Hager Box Co., Barnesville, Ohio.

FOWLER-ARMS:—45,366. For cigars. December 10, 1928. M. & N. Cigar Manufacturers, Inc., Cleveland, Ohio.

TRANSFERS

SAN ALTO CIGAR COMPANY'S SOLUTION:—28,136 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered September 5, 1913, by San Alto Cigar Co., Chicago, Ill. Transferred to Master Cigar Co., Chicago, Ill., and re-transferred to Harold Spector, doing business as Val Roma Cigar Co., Evansville, Ind., and Chicago, Ill., November 26, 1928.

LITTLE ALTO:—30,836 (Tobacco World). For cigars, cigarettes and tobacco. Registered March 26, 1915, by San Alto Cigar Co., Chicago, Ill. Transferred to Master Cigar Co., Chicago, Ill., and re-transferred to Harold Spector, doing business as Val Roma Cigar Co., Evansville, Ind., and Chicago, Ill., November 26, 1928.

BALMORAL:—12,405 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered January 27, 1893, by F. R. Rice Merc. Cigar Co., St. Louis, Mo. Transferred to Chas. J. Stanley, St. Louis, Mo., January 4, 1927.

LA MORENA (U. S. Tobacco Journal). For cigars. Registered December 17, 1886, by Gumpert Bros., Philadelphia, Pa. Transferred to Morris Sherman, Philadelphia, Pa., and re-transferred to The Stein Cigar Co., Philadelphia, Pa., December 5, 1928.

LET'S GO:—42,020 (T. M. A.). For cigars only. Registered February 14, 1921, by Petre, Schmidt & Bergmann, Philadelphia, Pa. Transferred by Petre Litho. Co., Philadelphia, Pa., successor to the original registrants, to L. E. Sentz, Felton, York Co., Pa., December 7, 1928.

NOTTINGHAM:—16,947 (Tobacco World). For cigars, cigarettes, chewing and smoking tobacco. Registered January 12, 1909, by Schmidt & Co., New York, N. Y. Through mesne transfers acquired by Joseph T. Snyder, Buffalo, N. Y., and re-transferred to D. Emil Klein Co., Inc., New York, N. Y., November 21, 1928.

LA COPIA:—5865 (Tobacco Leaf). For cigars. Registered July 24, 1892, by John Schwartz & Sons, Poughkeepsie, N. Y. Transferred to Kustas & Chamberas, Poughkeepsie, N. Y., November 8, 1928.

REYNOLDS STOCK TO BE SPLIT

Last week the Board of Directors of the R. J. Reynolds Tobacco Company voted to split the common and common B shares of the Company two and a half for one, reducing the par value of these shares from $25 to $10.

They also declared an extra dividend of $1.50 and the regular quarterly dividends on the common and common B shares, payable January 2 to stockholders of record December 18th.

The new $10 par stock will be placed on a $2.40 annual basis.

RECORD CIGARETTE PRODUCTION THIS YEAR

(Continued from page 4)

In spite of the gain in October, production of cigars for the first ten months amounted to only 5,411,226,548, compared with 5,524,201,711 in the period last year, a decrease of 2 per cent. In the first ten months of 1927, production was showing an increase of 1 per cent. over the period of the preceding year. It seems unlikely that production in the final two months will bring production up to the 1927 output of 6,571,373,820 cigars.

Domestic production of tobacco products in October of each of the past two years, according to Bureau of Internal Revenue figures for tax-paid withdrawals was as follows:

	1928	1927
Cigarettes	9,921,536,623	8,552,397,090
Cigars	723,318,050	688,921,203
Manufactured tob. (lbs)	31,676,928	30,427,467
Snuff (lbs.)	3,656,476	3,519,962

Following table shows domestic production for the first ten months of each of the past years:

	1928	1927
Cigarettes	89,864,438,408	82,212,393,567
Cigars	5,411,226,548	5,524,201,711
Manufact'd tob. (lbs.)	294,266,071	302,063,274
Snuff (lbs.)	34,332,555	33,773,574

Production of manufactured tobacco showed an increase in October for the first time this year. This was probably accounted for by a gain in smoking tobacco, the trend in the other grades having been downward for several years. Snuff production for the first ten months ran approximately 1.7 per cent. ahead of that for the corresponding period of 1927, indicating that the record production of 40,154,792 pounds, established in 1927, probably will be exceeded this year.

LESCHEY-MYERS ACQUIRE ANOTHER PLANT

The Leschey-Myers Cigar Box Company, of York and Hanover, Pa., has recently acquired the business and equipment of H. E. Bair & Company, cigar-box manufacturers, also of Hanover, Pa.

The equipment of the Bair factory will be removed to the Leschey-Myers factory and it is understood the factory building of the Bair Company will be put up for sale.

BOND IN NEW ORLEANS

C. A. Bond, better known to the trade as "Charlie," manager of the Manila Ad Agency with headquarters in New York City, was in New Orleans this week in the interest of Manila cigars. Mr. Bond is making his annual trip through the Pacific Coast and West and Southwest States in the interest of Manila cigars, and he is finding demand for these goods very satisfactory with every promise of it becoming better.

CULLMAN TO ASK TARIFF REDUCTION

(Continued from Page 3)

"May I hope to hear from you in the very near future, and I trust you will not hesitate to give me a frank and candid opinion as to the advisability of the creation of an executive committee with power to make recommendations?

"With kindest regards, I am,
"Cordially yours,
(Signed) "HOWARD S. CULLMAN."

BUYERS' GUIDE

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